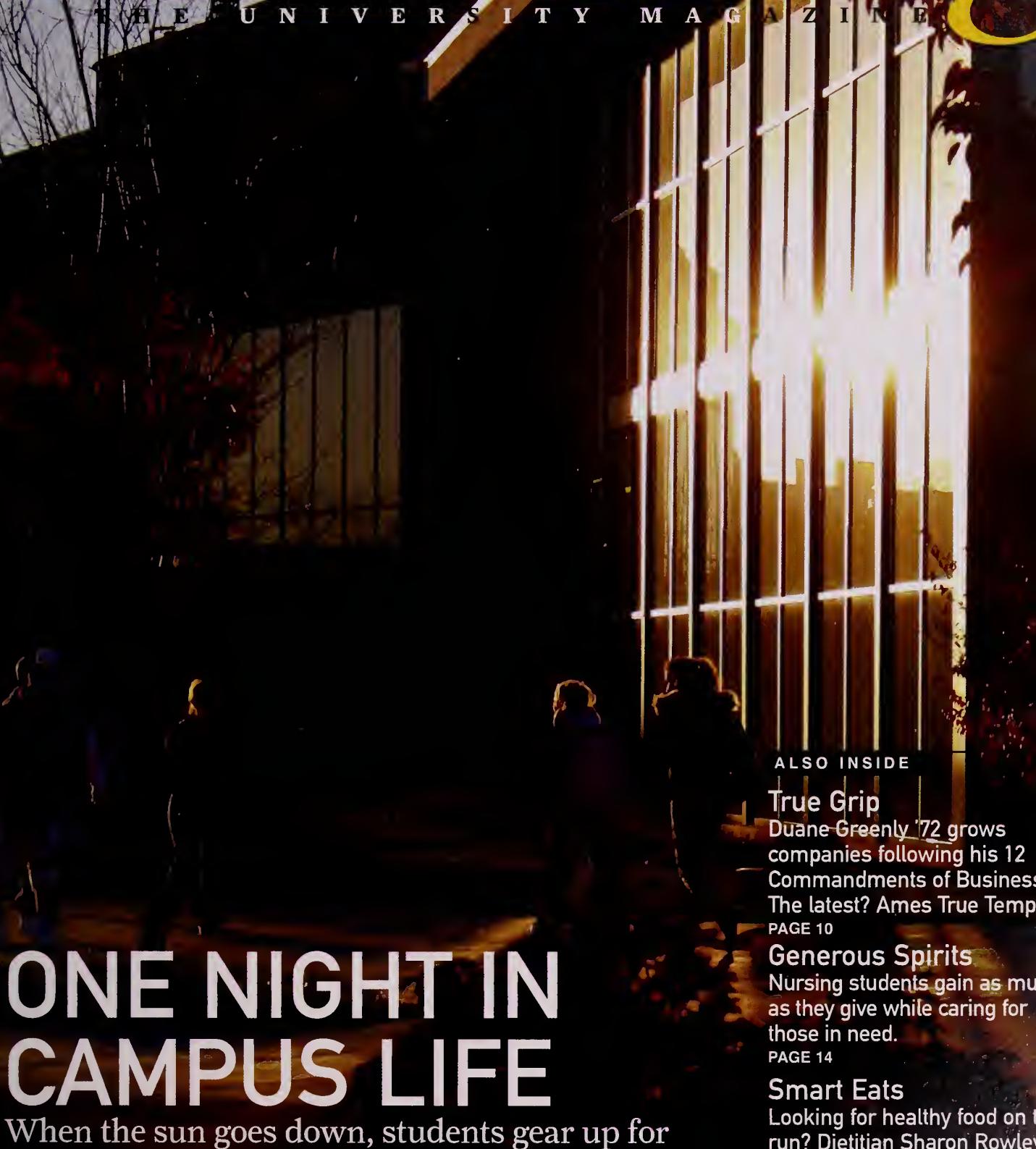


Bloomsburg

THE UNIVERSITY MAGAZINE



ONE NIGHT IN CAMPUS LIFE

When the sun goes down, students gear up for classes, community service and activities galore.

ALSO INSIDE

True Grip

Duane Greenly '72 grows companies following his 12 Commandments of Business. The latest? Ames True Temper.

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Generous Spirits

Nursing students gain as much as they give while caring for those in need.

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Smart Eats

Looking for healthy food on the run? Dietitian Sharon Rowley Madalis '92M leads the way.

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FROM THE PRESIDENT



Special University

WHAT MAKES A college town special? Financial experts will tell you it is the economic dividend from the spending of students, their parents and others. Real estate agents will tell you it is the opportunities for lifelong learning. Local officials will tell you it is the vibrant downtown business district that harkens back to an earlier day.

They all are right, of course. But one important factor is missing from this list: our students.

As part of our strategic planning effort, we asked local residents for their opinions of Bloomsburg University and our future direction. We were pleased with residents' strong positive images of BU as a whole. But, quite frankly, we were disappointed that others fail to see the benefits our students provide through class projects, internships, student teaching and 62,000 hours of volunteer service each year (valued at \$20.25 per hour), just to name a few.

This perception led the Strategic Planning and Resource Council, known as SPARC, to make "Fostering and developing a strong

"Our students, with their great enthusiasm, intelligence and compassion, are making good news on a daily basis."

sense of community" one of the four strategic issues in our strategic plan, *Impact 2015: Building on the Past, Leading for the Future*. The goal directs us to redouble our efforts to tell Bloomsburg University's story.

One of our allies in this endeavor is WHLM-AM/WHLM-FM, locally owned and operated for the past decade by Joe and Nancy Reilly. Students appear on the AM station's "Morning Buzz" each month to talk about projects that benefit the

community, ranging from math mentoring at local elementary schools to volunteer clean-up efforts at Town Park, other public spaces and private residences during "The Big Event" in the spring.

We're also telling our own story through the university's website, www.bloomu.edu; social media, including Facebook, Twitter and YouTube; my blog; and of course, *Bloomsburg: The University Magazine*. In this issue, we tell the stories of nursing students who volunteer in Third World countries, a sorority honored for efforts at Danville's Ronald McDonald House and an anthropology major who turned a class project into research that may bring positive changes to a local shopping mall. All of these projects benefit the community, some far beyond our campus.

Our students, with their great enthusiasm, intelligence and

compassion, are making good news on a daily basis. To me, that is the recurring storyline of a special town and this special university.

A handwritten signature in black ink, appearing to read "DAVID L. SOLTZ".

DAVID L. SOLTZ
President, Bloomsburg University

For more from President Soltz, see <http://bupresident.blogspot.com>



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Bloomsburg: The University Magazine is published three times a year for alumni, current students' families and friends of the university. Husky Notes and other alumni information appear at the BU alumni global network site, www.bloomualumni.com. Contact Alumni Affairs by phone, 570-389-4058; fax, 570-389-4060; or e-mail, alum@bloomu.edu.

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HUSKY NOTES
SPORTS UPDATES
ALUMNI INFO, MORE



fresh perspective

Musical Calling

While majoring in chemistry at Bloomsburg, Shelly West found a refuge from equations and labs in studying the viola and performing with the Bloomsburg University-Community Orchestra. After completing her degree in 2008, she realized BU had helped her find her true calling as a musician and teacher, so she's returned to study music education.

The New Jersey native became interested in the viola through her sister, Elaine, a 2003 BU graduate who shared CDs from her music appreciation textbook with her younger sister. Today, in addition to her classes and performances with the orchestra, Shelly gives violin and viola lessons to students ages 6 to 43 so they, too, can discover their own musical passion. •

around THE quad

Imagine a shopping mall capable of holding 50 stores, but with about 20 empty storefronts. This is the case at the Columbia Mall in Buckhorn, about four miles from BU's campus.

Curious about why the mall is not more occupied, Victoria Schlieder, a senior anthropology and geography double major from Numidia, decided to complete her ethnographic field methods research project at the shopping center. With cooperation from the mall's management, Cedar Shopping Centers Inc., Schlieder's research spanned four months in early 2010.

So what did Schlieder's research entail? She set up a table in the middle of the mall with information explaining the goals of the project. She created an anonymous survey and provided a drop box. She utilized an Internet survey distributed through Facebook. And she spent about 20 hours in the mall observing shoppers. Approximately 460 people responded and most indicated they want this mall to succeed.

"Shoppers are supportive of the mall. They think of it as a community place," says Schlieder.

Bloomsburg area shoppers aren't the only ones interested in this research. Last November, Schlieder presented her project at the American Anthropological Association's annual meeting in New Orleans. Her research is categorized in a growing field known as "retail anthropology." Retail anthropology looks at the ways in which retailers, product manufacturers and public spaces either meet, or fail to meet, customers' needs. According to Schlieder, this type of anthropology shows how research can help not only large companies, but also smaller stores that don't have a lot of resources.

As anticipated, participants want a larger selection of stores, and most would like to see a movie theater in the mall. Colette Wintersteen, marketing manager at the Columbia Mall, says the mall would like to continue distributing surveys, using responses to better serve patrons.

"We have utilized Victoria's research in the advertising of what types of stores we are trying to get into the mall. The leasing department can utilize it to show companies that people want to see their store in our



PHOTO: ERIC FOSTER

mall because of the demand for it," says Wintersteen.

According to Schlieder, the mall needs to become a destination for shoppers, not just a place to go to quickly pick up something.

"I think to be more successful the mall needs to bring in something that isn't available elsewhere locally. Maybe a few more high-end stores or restaurants," says Schlieder. Personally, she wants to see an American Eagle or Old Navy in the mall. •

Tops in Training

MASTER'S PROGRAM ACCREDITED

BUS's CLINICAL ATHLETIC training program is one of 23 programs nationwide accredited at the entry-level master's degree program from the Commission on Accreditation of Athletic Training Education (CAATE).

The program prepares students to serve as health care providers in the areas of injury prevention, recognition and treatment.

Joseph Hazzard, assistant professor of exercise science and athletics and coordinator of the athletic training program, says accreditation recognizes that the program meets all nationally recognized standards for entry-level athletic training education established by the American Academy of Family Physicians, the American Academy of Pediatrics, the American Orthopedic Society for Sports Medicine and the National Athletic Trainers' Association. CAATE awards accreditation only after extensive self-study and on-site visits.

"This accreditation means, first and foremost, that students enrolled in our program have met the requirements to sit for the National Certification Exam, which is possible only through accredited programs," Hazzard says.

Since its inception three years ago, the Geisinger Medical Center (GMC) Sports Medicine Department has provided clinical education opportunities for students in the program.

"This accreditation acknowledges Bloomsburg University's commitment to providing the best education for its athletic training students," says Dr. Daniel Feldmann, medical director of the program and chief of sports medicine at GMC. •

Leadership and Service

EXCEPTIONALITY PROFESSOR HONORED

DARLENE PERNER, professor of exceptionality pro-

grams, received the Leo D. Doherty Memorial Award during the 2010 Northeastern Educational Research Association (NERA) conference for her leadership and service in special education. Perner has participated in numerous organizations including the Council for Exceptional Children at the state and national levels and United Nations Educational, Scientific and Cultural Organization (UNESCO). •



around THE quad



PHOTO: JAIME NORTH

Sweet Fundraiser

BAKE SALE BENEFITS HAITI

VICE VERSA raised \$200 through a bake sale, one of many campus fundraisers to benefit the citizens of Haiti who continue to suffer from the effects of last year's massive earthquake. The organization, founded in 2006 to promote unity, empowerment and diversity through creative and performing arts, capped its fundraising efforts in December with a dance and fashion show that netted \$1,200. •



PHOTO: JAIME NORTH

Ronald says, 'Thanks'

SORORITY HONORED FOR VOLUNTEER SERVICE

BU's Theta Tau Omega was honored by the Ronald McDonald House, Danville, for 10 years of volunteer service to the "home away from home" for families of young patients at Geisinger Medical Center. The sorority prepares dinner for the families each week during the academic year and initiated the annual volunteer awards reception, now in its sixth year. •

One of 15

SOCIOLOGY PROF SERVES ON
ADVISORY COMMITTEE

SOCIOLOGY professor Christopher "Kip" Armstrong is serving a



two-year term on the U.S. Commission on Civil Rights' Pennsylvania State Advisory Committee. The 15-member advisory committees

in each state and the District of Columbia study issues and forward independent reports which reflect members' views. The U.S. Commission on Civil Rights is an independent, bipartisan agency that monitors federal civil rights enforcement. •

Seeds of Action

STUDENTS ADD PLANTINGS TO
FERNVILLE PARK

MORE THAN 50 students from several BU organizations, including the Political Science Student Association, H.O.P. E (Help Our Planet Earth), Geography and Planning Society, Acacia, and nursing students, participated in a global effort to help reduce the carbon footprint as part of the International Day of Climate Action. Students joined Hemlock Township residents in Fernville Park to continue work begun by BU community assistants, planting more than 30 trees and shrubs. The worldwide effort became the largest single-day environmental event in history. •

Bonus Content

www.bloomu.edu/magazine

Who's in the kitchen? Prof looks
at family dining

Video: Zumba craze, BU fundraiser

Survey: Tell us what you think

Funding for Future

PROGRAM AIMS TO INCREASE GRADUATION RATES

TRIO STUDENT SUPPORT Services (SSS), a program that annually serves nearly 250 BU students, will receive renewed funding of an estimated



\$1.38 million over the next five years from the U.S. Department of Education.

TRIO Student Support Services provides academic, financial and personal support to low-income, first-generation and disabled students, says Theresa Bloskey, SSS director. The goal of BU's program, federally funded since 1997, is to increase retention and graduation rates. More than 80 percent of the students who begin the program remain in SSS and graduate from BU.

"One-third of the students we serve have disabilities, including military veterans," she says. "We always have at least 80 names on a waiting list for students who want to enroll in TRIO SSS."

TRIO programs began nationwide in the 1960s to provide educational access to students who are disadvantaged and who, without support, would most likely not receive a college education. Often high school students who are part of BU's TRIO Upward Bound program return for their bachelor's degree and participate in the TRIO SSS program, Bloskey adds. •

MarCom Winners

BU MAGAZINE, PUBLICATIONS HONORED



BU'S COMMUNICATIONS OFFICE won a gold award for *Bloomsburg: The University Magazine*, a platinum award for the Living and Learning Community (LLC) booklet and honorable mentions for two other publications in the Association of Marketing and Communication Professionals' annual MarCom Awards.

The LLC booklet, outlining freshman residence hall options based on majors or interests, was among the 15 percent of entries receiving the platinum award, and *Bloomsburg* magazine, sent to 55,000 readers three times each year, was among the 18 percent of entries awarded the gold. Overall, approximately 5,000 entries were submitted to the competition. •

Study in Russia

FINANCE UNIVERSITY WELCOMES BU STUDENTS

BU STUDENTS MAY explore economics, business, languages and science during the three-week Summer School in Moscow program at the Finance University, Moscow, Russia. The six-credit program runs from June 10 to July 2 and includes field trips focusing on Russian history, art and culture. Program fees of \$3,300 cover tuition, room and board and field trips; airfare and visa fees are not included. The application deadline is March 15. For more information, contact Saleem Khan, professor of economics, (570) 389-4681 or skhan@bloomu.edu. •

ON THE HILL sports

by TOM MCGUIRE SPORTS INFORMATION DIRECTOR

FOR UP-TO-DATE SCORES AND
COVERAGE, GO ONLINE
BUHUSKIES.COM



Full House!

THE BU WRESTLING team faced off against sixth-ranked Penn State to open the 2010-2011 season in front of a standing-room-only crowd of 2,374 and a live TV audience. Before the match, BU President David Soltz, right, and athletic director Mary Gardner rededicated Nelson Field House, which reopened for fall 2010 after a \$13.4 million renovation. The season opener ended in a 41-3 victory for the Nittany Lions. •



LIKE AN EGYPTIAN

MARTY COYNE, BU's head men's and women's tennis coach, faced the challenges of heat and culture when he arrived in Egypt last summer to run a tennis program. He also discovered a place in Cairo that tugged at his heartstrings.

Coyne spent 13 days working with the Fellowship of Christian Athletes at the Wadi Sports Camp, a 25-acre sports facility for Muslim and Coptic athletes between the ages of 11 and 19. The camp, located between Cairo and Alexandria, offers tennis, basketball, soccer, swimming and volleyball.

"I've had a relationship with the Fellowship of Christian Athletes (FCA) since I was in college," says Coyne, who met his wife at an FCA meeting in the 1980s. "FCA asked me to take part in their international camp and I jumped at the chance. Hearing the camp was in Egypt was even more exciting since I'd never been to that part of the world."

Coyne's trip took nearly 27 hours, with delays. And, when he arrived, he discovered fundamental differences between training in the U.S. and Egypt. "Because daytime temperatures are over 100 degrees, the coaching part of the camp was done from 7 to 9:30 a.m. and 6 to 8:30 p.m. when it 'cooled' off to 80 degrees," says Coyne.

Being in a Muslim country and coaching a camp run by the FCA brought additional challenges. "We were not permitted to travel with our

Bibles or with anything that would identify us as Christians," Coyne comments. "Even when we made presentations, we had to be cautious about the words we used or the references we made."

Along with the Pyramids, the Cave Churches and other attractions,

Coyne and his fellow staffers visited a part of Cairo most tourists never see.

"We went to a place called Garbage City, where more than a million people live amid the trash dump for the city of Cairo," he says. "Our staffers got to work with the kids of Garbage City playing games and interacting with them. To see them living among this trash was heart-wrenching when just a few miles away one of the great wonders of the world, the Pyramids, stands as one of man's greatest achievements."

Coyne expects to return to the Wadi Sports Camp in 2012. "It was a great experience but, because it is draining both physically and emotionally, I want to give myself a year between visits," he says. •



Kicking Cancer

BU MEN'S AND women's soccer teams raised awareness and \$1,100 in donations for cancer research by participating in the Red Card Cancer program last fall.

In addition to receiving donations, both teams supported the cause by warming up before their games in official Red Card Cancer shirts. Red Card Cancer shirts and bracelets were on sale to benefit the Johns Hopkins Kimmel Cancer Center.

Currently in its second year, the program rose to the national level through a partnership with Major League Soccer's DC United and the United States Youth Soccer Association. To learn more about Red Card Cancer, visit <http://redcardcancer.org/>. •



Shaffer Honored

SOPHOMORE MEN'S soccer player Bryce Shaffer was named to the 2010 College Sports Information Directors of America (CoSIDA)/ESPN The Magazine Academic All-District 2 College Division first team.



Shaffer was recognized for his achievements on the field, in the classroom and in the community.

The Gettysburg native started all 16 games last fall for the Huskies (5-9-2). Shaffer tallied a team-high 10 goals and 20 points, highlighted by a game-winner in a 3-2 victory over West Chester and a pair of goals in Bloomsburg's 2-0 shutout over Chestnut Hill. His performance this season followed four goals and a team-high six assists last year as a freshman. •

ON THE HILL Sports



Clean-Up Hitters

THE SMILE ON 5-year-old Katherine Scarborough's face said it all. She loved the little princess cottage put up by her knights in shining armor. Well ... maybe knights in maroon jackets wearing baseball hats.

Seventeen members of BU's baseball team and two coaches joined with the Make-A-Wish Foundation of Philadelphia and the Susquehanna Valley to make Katherine's dream of a personalized princess cottage come true. The Make-A-Wish Foundation delivered the two-story playhouse to her Abington home in advance. The Huskies raked leaves, spread topsoil to level the spot where the playhouse would be positioned and mulched the area around the playhouse, adding decorations, shrubbery and a stone path leading to the front door.

"Being involved in community service is a responsibility that we have as a program. It is an essential part of the student-athlete experience," says head coach Mike Collins.

Collins got his team involved with Make-A-Wish Foundation after meeting the Philadelphia chapter's president and CEO Dennis Heron in Rehobeth Beach, Del. "Dennis is a big baseball fan. We decided to keep in touch and I offered our services where needed," Collins says.

In addition to the playhouse, Katherine was presented with a few gifts, including a baseball autographed by the team and coaches. •

BU Hall of Fame

FIVE ALUMNI and the former assistant athletic director make up the 29th class of BU's Athletic Hall of Fame. Honored at last fall's banquet are, left to right, front row: Jean Buskirk '93, softball; Laura Jones Coen '93, women's soccer; and Shelley Miller Romano '95, field hockey and softball; and back row: Burt Reese '03H, former head tennis coach and assistant men's basketball coach; Marc Lupinacci '90, men's tennis; Lee Gump '97, basketball; and BU President David Soltz. •



Kocher Succeeds Hutchinson

SUSAN KOCHER '87 was named head softball coach, replacing Jan Hutchinson who retired at the end of the 2010 season.



Kocher has been part of 1,104 BU wins during 23 years as an assistant coach and four years playing for Hutchinson. While Kocher was the pitching coach, BU tossed 32 no-hitters, six of them perfect games. She coached eight pitchers to All-American status, including 2010 second-team All-American Shavaun Fisher.

A two-time All-American and three-time All-PSAC selection, Kocher is the only pitcher in school history to throw a perfect game and a no-hitter on the same day. She was inducted into BU's Athletic Hall of Fame and the Capital Area Chapter of the Pennsylvania Sports Hall of Fame. •

Quiteh Honored

FRESHMAN TAILBACK Franklyn Quiteh of Tobyhanna was named first-team Little All-American by the Associated Press and first-team All-American by Daktronics. He is the first BU player named Little All-American since 2005 when Jahri Evans and Jamar Brittingham were selected. •



Every gift creates an impact.

Nicole Sensinger is a doer. The French education major is a member of the Maroon and Gold Marching Band, a leader in the French Club and an honors student who receives a \$250 scholarship from the Henry Carver Fund.

It's a modest scholarship. But one that has a ripple effect because Nicole Sensinger is also a giver.

Nicole boosts Husky spirit as a sousaphonist in the marching band. She's the first to volunteer free tutoring to her classmates. And, each week, she brings her passion for language to an after-school club for elementary school children.

The Henry Carver Fund, named for Bloomsburg's first president, is dedicated to helping students like Nicole overcome challenges they face today. Gifts of every size have an immediate impact.



When he laid the bricks for Carver Hall in 1866, Henry Carver created the foundation for today's largest, most modern and most comprehensive public university in northeastern Pennsylvania – Bloomsburg University.

Today's students are building on that foundation of excellence. Help them build their future with a contribution to the Henry Carver Fund.

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True Grip

Duane Greenly '72 has journeyed through the manufacturing world, turning around companies with his strong leadership, inventive know-how and patented products.

by JACK SHERZER photographs by ERIC FOSTER

THE LONG-HANDED spade depicted on a small plaque in Duane R. Greenly's office looks like someone took a bite out of its tip. But that sharpening notch designed to cut through roots while digging is the feature that sets one of Ames True Temper's newest products apart from other shovels.

The patent Greenly received for the "Root cutting round point" shovel is testament to the hands-on involvement of a leader who, since his arrival in 2002, has grown the landscaping product company to a market leader with almost a half billion dollars in annual sales. The patent also pays tribute to the 60-year-old scientist and product developer who takes the designs and applications he helps create to the next level, where they are manufactured, shipped and sold to customers.

Coatings for fabrics used in shoes and on boats, quality hard-wood doors and specialty rubber mounts that dampen vibrations—different products in different businesses that Greenly '72 had a hand in creating and selling in a career spanning more than 30 years.

With a quiet intensity, Greenly talks about how he turned around Ames True Temper and two earlier companies. There's been luck, but success comes

down to following core beliefs about the importance of preparation, attention to detail and honesty.

"People who prepare, win," Greenly says. "People who think they can fly by the seat of the pants will ultimately crash. That's something I believe in."

Greenly was no stranger to the business world while growing up. His father was a commercial roofing contractor who ran a host of side businesses, including car washes, laundromats and a trampoline center. If Greenly, his sister or two brothers wanted spending money, they earned it by helping out.

He and his brother, Larry, went to Bloomsburg, where Greenly majored in chemistry, completed student teaching, ran track and met his wife, the former Susan Basar '72, a special education major. The couple has a son and daughter.

Greenly credits his father with convincing him to pursue math and science. After Bloomsburg, he earned a master's degree in organic chemistry from Morehead University in Kentucky and his science background led to his first job with the huge textile

"It's not hard to work hard if you like what you're doing."

— Duane Greenly '72

CONTINUES ON NEXT PAGE

manufacturer Deering-Milliken & Co. (now Milliken & Co.) at the company's research center in Spartanburg, S.C.

Synthetic fabrics were just coming out and techniques were being perfected to allow the fabrics to hold dyes. At Deering, one of Greenly's successes was figuring out a way to irradiate the fabric with a plasma light, giving the fabric and dye opposite electrical charges so they would bond. The technique was especially useful for keeping dye from bleeding when the fabric was exposed to moisture, important for two of its main uses, the lining of shoes and canvas boat covers.

When it came time to move the process from the lab to the factory floor, Greenly went along, transferring from the research center to a plant in New England. "I really like the manufacturing, and I was three years into my career when I went to the plant manager and said, 'If an opening ever shows up, I would love to have an opportunity.' What I started realizing is that, as much as I liked dealing with things, I liked dealing with people better." Soon, he was running two projects as a department manager.

Greenly stayed at Milliken almost six years before going to BF Goodrich as a senior engineer. One of Goodrich's clients, Kimberly Clark, was introducing disposable diapers, and Greenly worked on the elastic that kept the diaper close to the baby's leg. Again, he found himself on the same trajectory as at Milliken—he developed the technique and then continued to oversee the actual production. In more than three years at Goodrich, he became a troubleshooter, helping solve various production problems at different plants.

Then he got a call from a headhunter with an opportunity to work for Newell Rubbermaid as director of quality assurance and manufacturing engineering. When he started in 1981, the Freeport, Ill.-based conglomerate had just three divisions; it had 19 when Greenly left 16 years later. During his time with Newell he helped bring acquisitions into the corporate family, sharpening his talents in turning around problem businesses.

Skilled on the operations side, Greenly forced himself to learn about marketing and customer relations. "If you want to truly lead, you have to know all aspects of

a business. You tend to be comfortable with some aspects and uncomfortable with others. But if you avoid the aspects you're uncomfortable with, then you're probably limiting yourself."

Greenly rose to vice president at one of Newell's divisions and had every expectation of moving higher when he got a call asking him if he'd like to be the boss of a failing door manufacturer. Morgan Door in Oshkosh, Wis., was being taken over by a private equity firm. It was a chance to bet on himself and run his own business—just as his dad had done.

But this was no sure thing. Private equity partners, Greenly explains, have short time frames. They buy a place with plans to turn it around within two or three years and then re-sell. Top management gets a piece of the ownership pie—a piece that becomes very valuable if the turnaround is successful and the company is sold for millions more than its purchase price.

Greenly turned Morgan Door around in two years and then was asked to join another turnaround effort. This time it was a Boston company, Barry Controls, which made vibration dampening mounts, such as rubber fittings to lessen the vibrations transferred from an engine to a frame.

Once again, he turned the company around in less than four years and saw his ownership stake grow into "a very good payday—I'm almost embarrassed, it was so good."

For about six months before leaving Barry, Greenly and a colleague from Newell Rubbermaid, Rich Dell, had been checking out Ames True Temper for another equity partnership, Wind Point Partners. Ames bought its longtime competitor True Temper in 1999 and both were still nipping at each other's heels. The current owner, U.S. Industries, wanted to sell the dysfunctional setup that was slowly losing market share to lower-priced imported goods.

"They were two businesses that were, all of a sudden, supposed to play nice with each other ... and weren't. There was a headquarters in Parkersburg



"If you want to truly lead, you have to know all aspects of a business."



W.Va., and a headquarters in Camp Hill. Duplication everywhere, extra facilities and infighting," Greenly recalls. "The company was just spinning its wheels."

So in 2002, Dell came on as CEO of Ames True Temper overseeing sales and marketing; Greenly, as chief operating officer, set about putting the house in order. Gone was the Parkersburg headquarters. The company started joint ventures in China to remain competitive and took over competing businesses to grow market share. In 2008, Dell retired and Greenly became president and CEO.

THE GREENLY PRINCIPLES

Duane R. Greenly '72, president and CEO of Ames True Temper, the largest supplier of landscaping products in the U.S., is fond of saying that "preparation and perspiration beats inspiration."

Greenly returned to Bloomsburg University recently to share what he's learned from 30 years in business. As part of his presentation—similar to the advice he gives during in-house training sessions at Ames—he offered his 12 Commandments of Business.

1. A team of motivated players is better than a collection of superstars. Challenge each other, but don't get into turf battles and be mindful of unchecked egos.
2. Positive attitudes equal positive results.
3. Negative attitudes equal negative results. Act quickly to stop negative attitudes, which can spread quickly if unchecked.
4. Credibility is the most important individual attribute.
5. You improve what you measure. Pick key indicators to measure and follow so there are no surprises.
6. Good results are not happenstance—preparation.
7. You need to be able to laugh—at yourself and others.
8. You get what you expect—make expectations clear and expect a lot.
9. Mistakes of inactivity are much worse than mistakes of activity. To be a leader, you need to make things happen.
10. Two heads are better than one, three are better than two, but 10 are not better than nine. Go to the right people to figure out problems.
11. Few people have photographic memories. "Bring your brains and a tablet. If you can only bring one thing, bring the tablet."
12. Yes-men are not men. Argue your point, but support the decision.



TRUE INNOVATION:
Total Control Wheelbarrow features a closed-loop handle with a patent-pending grip for improved control.

Numbers tell the story of the success: Wind Point bought the company for \$160 million and sold it to another venture capital firm, Castle Harlan Partners IV, for \$390 million. And in September 2010, Castle Harlan sold the company to its current owner, Griffon Corp., a New York-based manufacturing conglomerate, for \$542 million.

"He is an excellent operator," says Bill Pruellage, co-president of Castle Harlan. "He did a great job improving productivity and leading our company operations. And, ultimately, as chief executive officer, he contributed to very strong performance and grew earnings significantly."

Today, Greenly continues what he does best, nurturing new products by rewarding employees who come up with new ideas, listening to focus groups of gardeners and professional landscapers and seeing what companies can be brought into the Ames True Temper family to grow

market share. He's still very hands-on: he recently received another patent for a two-handed, ergonomically designed snow shovel called the Sno-Boss, designed to do the work of a conventional snow shovel, pusher and snow sleigh in one tool. Though the recession slowed business, Greenly takes pride in not laying off any employees and continuing to give raises. He's also proud of the company's line of products manufactured completely in the U.S. and the "eco gardener" line made from recycled steel with solid handles of bamboo, a quick-growing grass that provides an alternative to wood.

As for the future? Greenly says he enjoys his work and plans to "keep working as long as I'm still having fun and the owners want me."

He takes pride in his company's interaction with the community, hosting a golf tournament that last year raised \$279,000 for area charities. Greenly also encouraged Castle Harlan to chip in \$100,000 for a community garden he wants to create on a field adjacent to the Camp Hill headquarters—an idea to help various groups, as well as show off his company's wares.

"It's not hard to work hard if you like what you're doing. You have to find what you like," Greenly says. "I consider myself very normal; I don't have any special talents, I just work hard." •



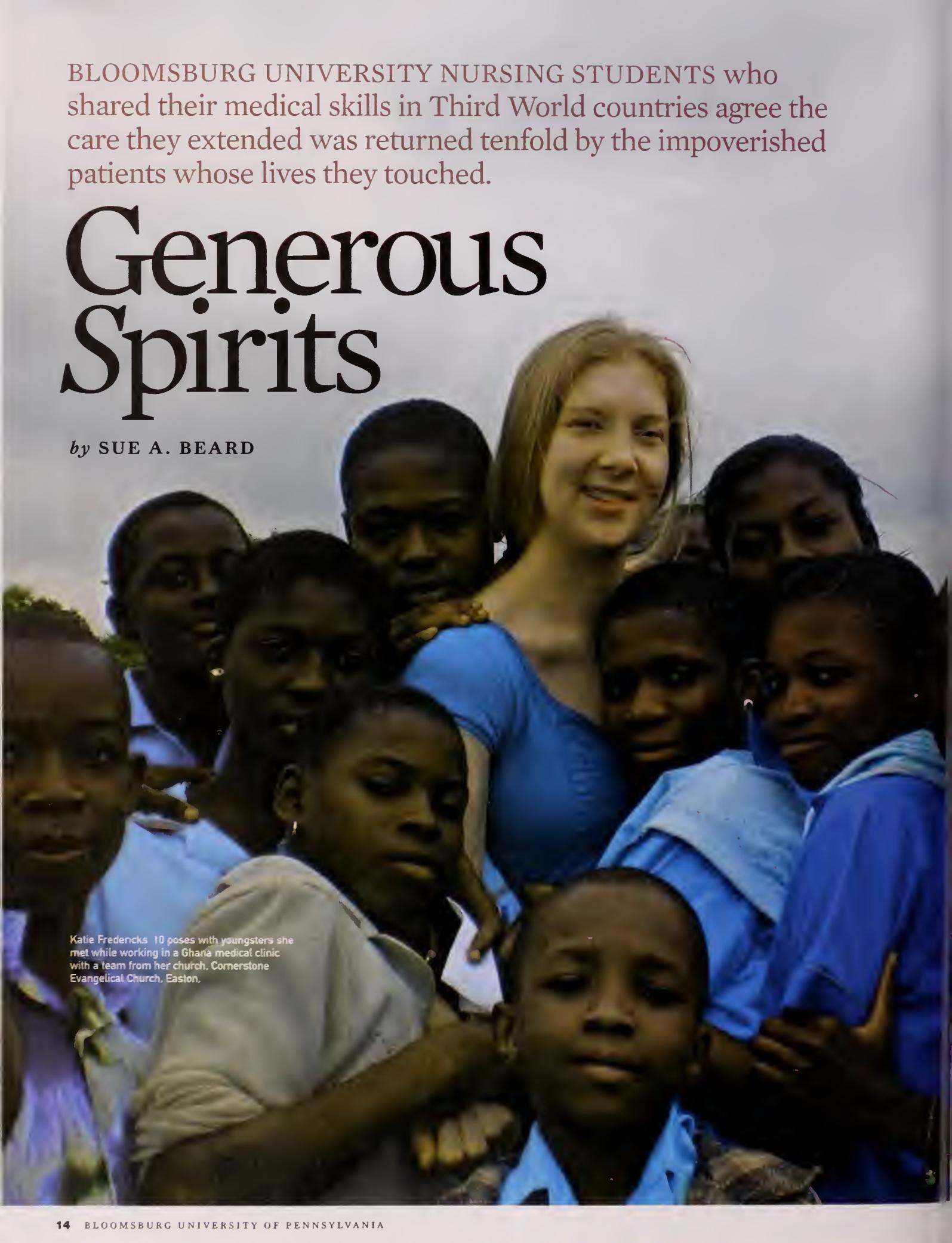
TRUE INNOVATION:
The Autoboss Snow Shovel Trunk has an adjustable poly blade, multiple grips and a compact profile.

Jack Sherzer is a professional writer and Pennsylvania native. He currently lives in Harrisburg.

BLOOMSBURG UNIVERSITY NURSING STUDENTS who shared their medical skills in Third World countries agree the care they extended was returned tenfold by the impoverished patients whose lives they touched.

Generous Spirits

by SUE A. BEARD



Katie Fredericks, 10, poses with youngsters she met while working in a Ghana medical clinic with a team from her church, Cornerstone Evangelical Church, Easton.



IN A STATE-RUN hospital in La Ceiba, Honduras, a 4-year-old boy's poverty condemns him to an early death. His single mother cannot afford the six-hour bus trip to Tegucigalpa, the capital, where hospitals may have the technology to diagnose his heart condition. In America, the boy would likely live a long life. But in Honduras, without diagnosis and treatment, he will not survive. That boy opened Jaime Miller's eyes to the realities of medical care in Third World countries.

Miller and fellow BU junior Jamie Thomas are no strangers to studying abroad, having completed a six-week program in Spain two summers ago through Bloomsburg's Spanish program. But they were not prepared for what they witnessed during a four-week AmeriSpan study abroad program in Honduras that included two weeks of volunteer work in a hospital.

"I distinctly remember wondering what I'd gotten myself into," Thomas says of the poverty she saw while riding the bus from San Pedro Sula, the second largest city in Honduras, to La Ceiba, a port city of 200,000 residents.

"We saw lots of people living in shacks with dirt floors, no running water and no electricity," Miller adds.

In La Ceiba, Miller and Thomas lived with the director of the Central American Spanish School and his family and worked in a state-run hospital 10 minutes away.

"When I show people pictures of the hospital, they don't want to believe me," relates Thomas, who describes people on gurneys lining the hospital's hallways. Still, she was impressed by what doctors there do without technology.

"I'm interested in labor and delivery. It's amazing how they can count contractions with their hands and feel heart tones with a stethoscope — skills that have gotten lost here with technology."

Both say the experience will make them better nurses.

"After this experience, I can better relate to an immigrant or other non-English speaker who can't communicate about their own health issues," says Thomas of Archbald.

"It opened my eyes to how others live," says Miller, a nontraditional student from Sunbury. "I wish so much that every student at Bloomsburg could do what I did for just one day. It changed my life." CONTINUES ON NEXT PAGE

[GENEROUS SPIRITS]

'The right spot doing the right things'

Sophomore Elizabeth "Lizzie" Lee, president of BU's Nurses Christian Fellowship, saw countless open wounds and sore backs during a week in Nicaragua, where many of her patients worked in the fields cutting crops with machetes for \$1 a day. "There were a lot of fevers and parasites, too, because the water sources are so contaminated. At one work site, we gave cream to a mother whose baby was covered in scabies," a contagious skin infection caused by mites.

Lee and 15 members from her home church, Grace Lutheran in State College, spent their days distributing donated medicines to the poor and their nights and evenings with children in orphanages in Jinotega and Los Cedros. After dispensing medications, team members prayed with patients and distributed prayer shawls made by church members.

While her patients had very little in the way of material possessions, they were filled with a generous spirit, Lee says. "While we were praying for them, they would be praying for us and our medical team. Everyone was so grateful for even the smallest thing. We attended a Lutheran church that had no roof, yet they served food to our whole group."

Lee has spent her last two spring breaks in Nicaragua and will return this year, looking forward to once again seeing a special 8-year-old she met at the orphanage in Jinotega. "It feels like home for me when I'm in the right spot doing the right things," she says.

'An experience you can't put into words'

Nursing students Katie Raymis of Jim Thorpe and Andrea Weaver of Landisburg, as well as Jeremi Ronaldo, a senior exercise science major from Levittown, spent a week in the slums of Honduras with members of Bloomsburg Christian Church and World Gospel Outreach.

"Lives were changed—both on our part and those of the Hondurans," says Raymis.

The 25-member team saw more than 1,000 patients and addressed dental issues, distributed eyeglasses and prescribed medications. "It was an experience you can't put into words," Raymis says.

"Students get to see the privilege and access they've been granted on so many levels."

— Lori Metzger, nursing faculty

"The people are extremely loving. They have nothing, but they are a very giving people."

Raymis remembers the final patient she saw one day, a little girl with epilepsy who told her she felt different and alone. "I felt so broken that I started crying. I didn't feel worthy to look her in the face because I knew I was going back to America, where we all have so much."



IMAGES FROM A WORLD OF SERVICE. This page. Katie Fredericks treats a young child's ankle in Ghana. top, and a mission worker prompts a young Nicaraguan child to say 'ah.' Opposite page, left to right, top row: Andrea Weaver pauses for a moment with a Honduran girl. a Honduran boy's eyes tell his life story and Katie Raymis helps a patient breathe. Bottom row: Kayla Efaw plays nutrition games with youngsters and is featured with a group of volunteers. back row, second from right.

Like Raymis, Katie Fredericks '10 of Bethlehem realized how much Americans take for granted while working at a medical clinic in a fishing village in Ghana. She traveled to Africa in August 2009 with a team from Cornerstone Evangelical Church, Easton.

"I learned how materially simple life is in Africa. The Ghana villagers take pride in their work, more than their material possessions. And they don't take anything for granted," she says. "I definitely plan on returning to Africa."

No cell phones, computers

During a six-week work study program in Costa Rica, senior Kayla Efaw visited patients in their homes, shared healthy treats, encouraged regular exercise and played nutrition games with the younger children. The program included two weeks of lectures and Spanish classes, a week in hospitals and clinics and two weeks in Bolson and Ortega, rural towns where she and her group held a health fair and worked with diabetics.

The Cypress, Texas, native hopes to work in a Houston hospital, where she'll encounter many Spanish-speaking patients. She believes the study abroad program is a terrific way to learn about another culture.

The experience also made her more self-reliant in a culture free of cell phones, iPods and computers. "All students—no matter what their major—should try it," she says. "It's an awesome experience."

True spirit of nursing

A medical mission to a Third World country is "a unique experience and a wonderful opportunity for Bloomsburg nursing students to share their knowledge with people who literally will stand in line for hours for the opportunity for medical care," says Lori Metzger, assistant professor of nursing and co-adviser of Nurses Christian Fellowship.

Metzger, who last year made the same trip to Honduras as Raymis, Weaver and Ronaldo, says it was a real eye-opener.

While most Third World countries offer public health care, the people who live in the rural areas, which tend

to be the most impoverished, have no way to get to the cities where care is available.

"Not only do students get to see a different culture and scenarios in which people have so little, they get to see the privilege and access they've been granted on so many levels," says Metzger. "In a Third World country, a nurse's education rivals that of a physician, so it really strengthens their confidence. And for some, it changes them as a person."

Metzger says she is continually impressed by students who take advantage of the opportunity. "They could be spending spring break at the Shore or earning extra money during the summer to spend on themselves. Instead, they raise between \$1,500 and \$2,000 to go on the trips and then give of their time and themselves.

"It's very selfless. It's in a true spirit of nursing care to serve another person." •

Former newspaper editor Sue A. Beard is a freelance writer based in Greencastle, Pa.



PHOTOS PROVIDED

MENTAL exercise

MARGIE ECKROTH-BUCHER'S research focuses on ways to keep the brain functioning at its best so Baby Boomers can enjoy their retirement years in their own homes.

THE BASICS ABOUT proper physical fitness are well known: a combination of eating a nutritious diet and exercising regularly helps keep the body vibrant as we age. But what can be done to keep the brain fit? That's the question Margie Eckroth-Bucher, associate professor of nursing, is trying to answer through research that focuses on the effects of cognitive stimulation on brain health.

"As a result of brain imaging and genetic technologies, scientists can observe physical indicators of brain aging in people as young as 25," she explains. "However, cognitive loss does not have to be an inevitable consequence of aging."

Eckroth-Bucher says the sooner an individual begins to focus on cognition preservation, the better the outcome. A good place to start is by minimizing high stress levels that can wear away at brain fitness and overall memory performance.

Diet also plays a part. "Convincing scientific evidence exists that long-term healthy diets may prevent future brain aging and dementia," she notes. "It is especially important to limit

intake of Omega-6 fatty acids, which may contribute to brain inflammation and also affect insulin levels.

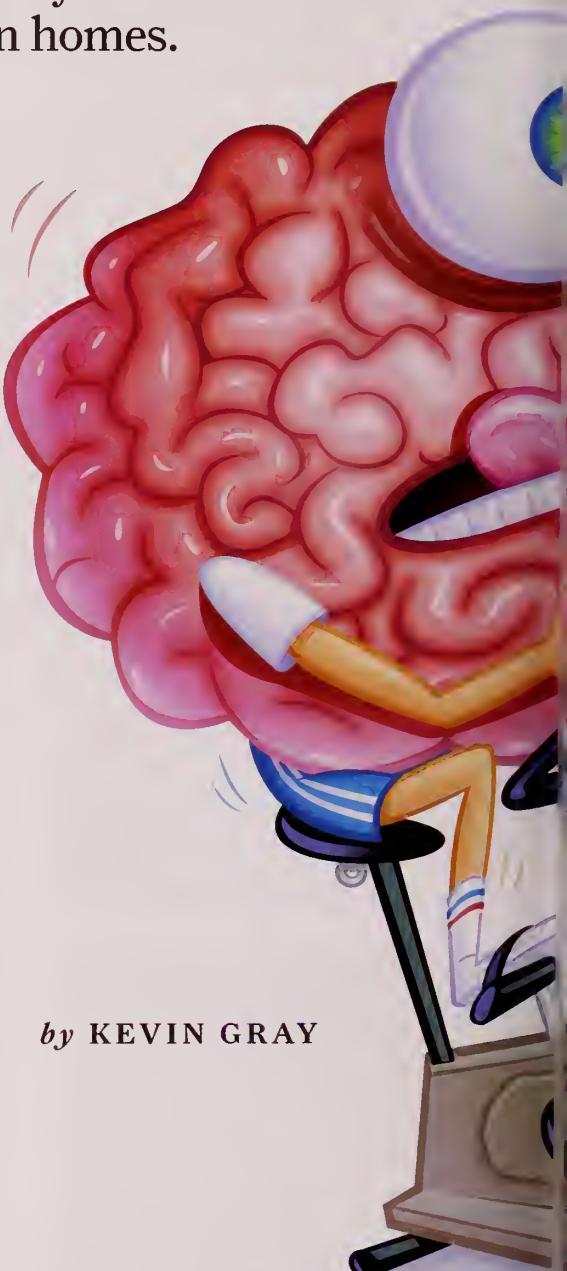
"Additionally, a daily regimen of mental aerobics has been shown to increase and strengthen cognitive functions. It is important to remain intellectually active, increase the complexity of activities over time and challenge oneself to learn new things."

Eckroth-Bucher demonstrated the importance of mental aerobics in two research studies conducted with James Siberski of Misericordia University. Both used a combination of paper-and-pencil exercises and computer software to determine the effectiveness of a cognitive remedia-

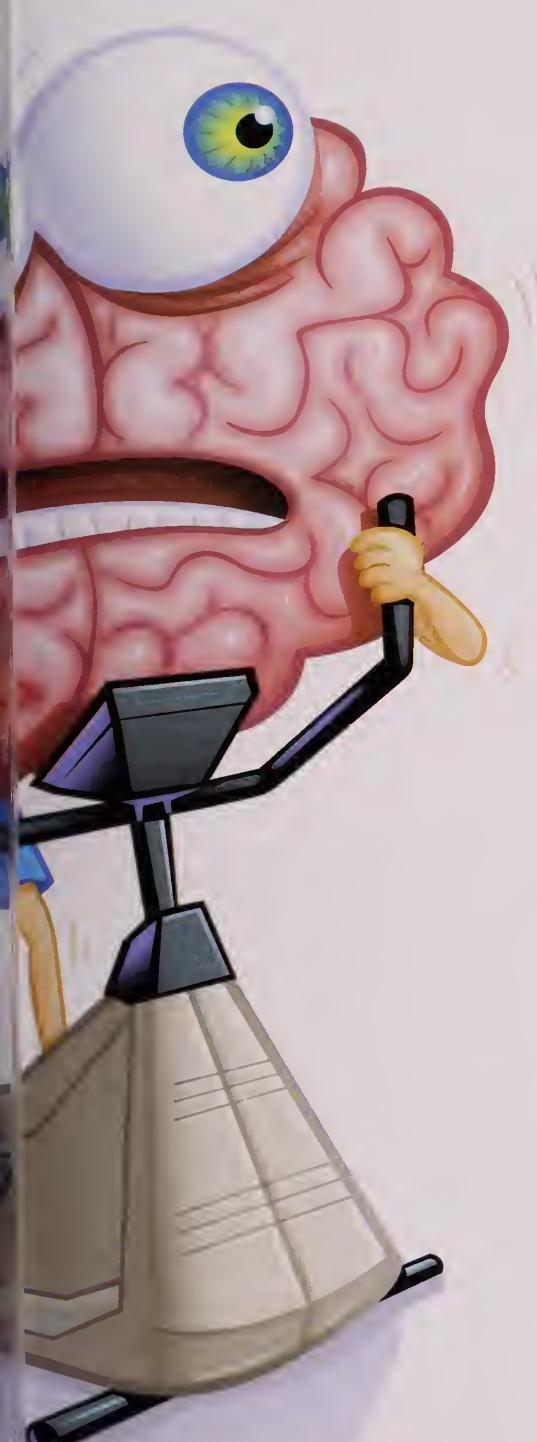
tion program on an aging population. Participating in the study were individuals age 55 and older with three levels of cognitive abilities: no impairment, mild impairment and severe impairment.

"The first was a smaller pilot study," Eckroth-Bucher says. "I wanted to see if there would be any impact by using computer stimulation and combining that with other, more traditional kinds of cognitive stimulation activities."

The computer session used two software programs that enabled



by KEVIN GRAY



researchers to train various cognitive functions as participants matched colors or shapes, found hidden pairs of items, calculated math problems and identified patterns and sequences.

The mental stimulation session was made up of pencil-and-paper exercises intended to spark specific functions, such as:

- Hidden picture drawings to encourage visual-spatial processing.
- Categorization of items to stimulate deliberation, interpretation and reasoning.
- Anagrams—words or phrases formed by rearranging the letters of other words or phrases—to prompt language stimulation.
- Recall of sentence completion to encourage short-term, working memory.
- Name-face association activities to trigger recognition memory.

And, the integration session, which blended mental stimulation with routine activities, including:

- Problem solving and reasoning tasks to address the factors involved in making decisions, such as determining how to escape a fire at home.
- Attention and concentration activities, such as looking up service providers in a telephone directory and determining the best one to contact.
- “Real-life” procedural memory tasks, like writing checks to pay bills.

The researchers concluded that “blending computer-based with traditional cognitive stimulation activities shows promise in preserving cognitive function in elders,” Eckroth-Bucher says. “The results were certainly positive, and there

were some overall improvements in the different cognitive scores.”

Findings from the initial study were published in the American Journal of Alzheimer’s Disease and Other Dementias. The findings also were used as the basis of a memory and recall skills class for people age 55 and older offered at Maria Joseph Manor, the continuing care community in Danville where Eckroth-Bucher conducted her research studies. Data from a second larger study conducted during spring 2009 is still being analyzed.

Eckroth-Bucher finds great satisfaction in helping persons meet a wide range of mental health care needs as a nurse. Still, she says she is most proud of her work in educating nursing students.

“For a healthy brain it is important to remain intellectually active... and challenge oneself to learn new things.”

“Students tend to be somewhat apprehensive about mental health nursing and have little interest in providing nursing care to the elderly,” Eckroth-Bucher says. “It’s rewarding to help students discard the myths and build their knowledge base and the skills needed to provide quality nursing care for these patient populations. By facilitating this growth in students, I am able to make a difference in a larger number of people’s lives than I can through my individual work as a registered nurse.” ●

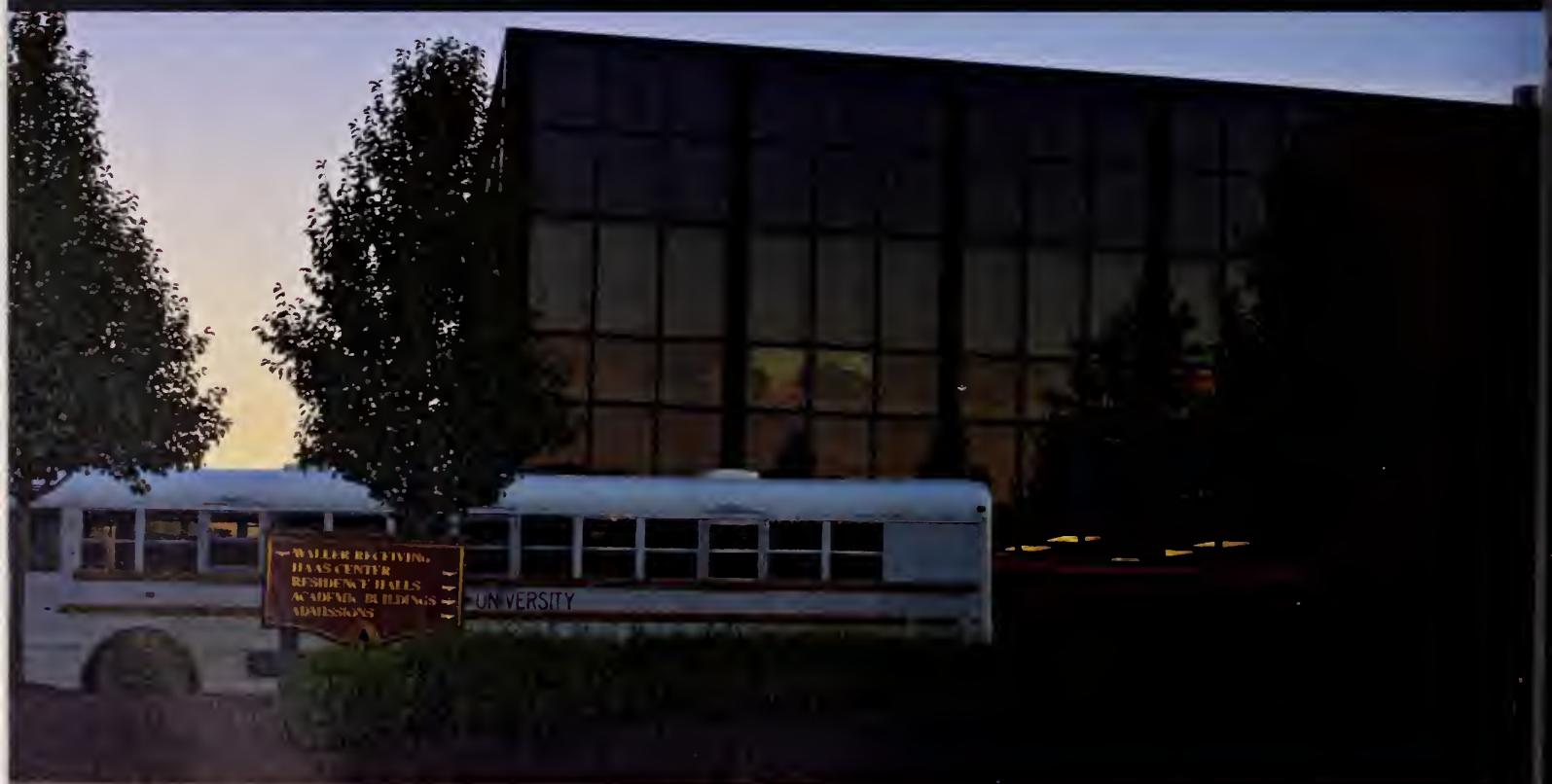
Kevin Gray is a freelance writer based in the Lehigh Valley.

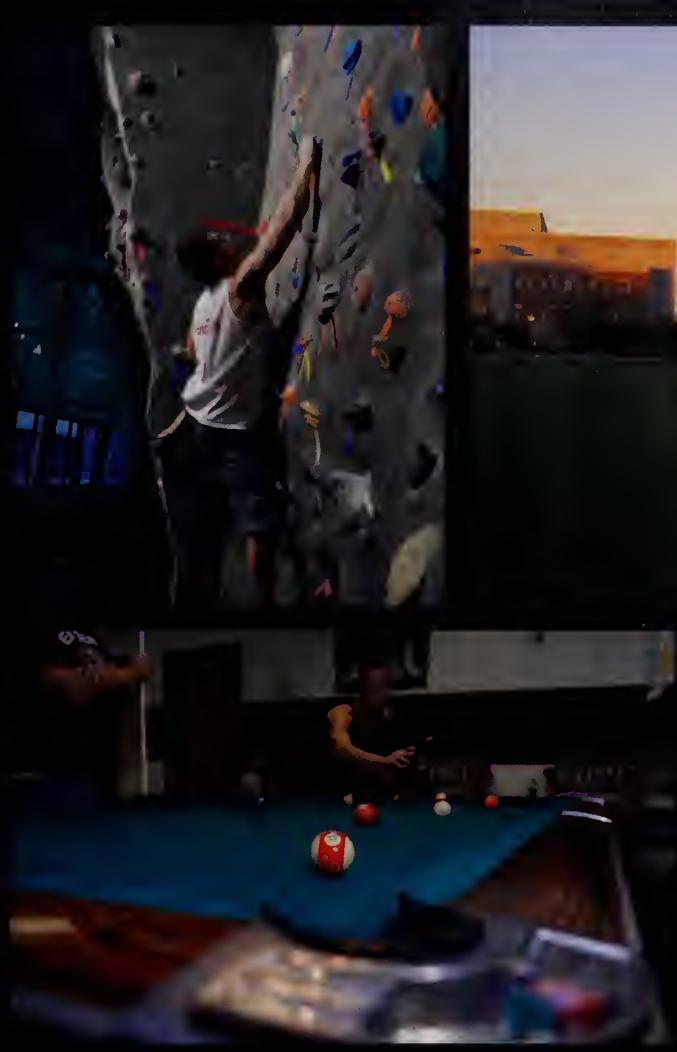


Into the Night

The sun may go down, but the university never sleeps.
What happens around campus in just one evening when the
lamps come on? Let us shed some light for you.

photographs by BRETT SIMPSON





CLASSES AND ASSIGNMENTS, VOLUNTEER SERVICE, DINING AND DOWNTIME FILL THE EVENINGS AT BU.

Opposite page, MBA students Paul Mburu of Kenya, left, and Agnieszka Charymska of Poland discuss an assignment on the steps of Andrus Library, top, and a shuttle bus pauses for riders near McCormick Center. This page, clockwise from upper left, Steve Taylor tests his abilities on the Student Rec Center climbing wall; students enjoy a pickup game on the Academic Quad; mass communications students film a segment for BU-TV; students Jessica Tucker, Linh Nguyen, Frangiel Martinez and Victoria Sauer, left to right, package leftover food from campus dining for donation to the local food cupboard; Kate Nelligan and Chris Aiken dine in Monty's; education majors make a class presentation; and Mike Rega shoots pool in the Kehr Union game room.



[INTO THE NIGHT]



EVENING ACTIVITIES KEEP STUDENTS BUSY LONG AFTER DARK.

Clockwise from upper left: Rachel Wilson, left, and Sara Dodgin carve pumpkins with other students in the Social Justice and Sustainability Living and Learning Community; a goalie stands ready at Sports Stadium on the Upper Campus; students Liz Nugent, Erin Billig and Tim Morrell, left to right, prepare lights for an upcoming BU Players production backstage at the Alvina Krause Theatre; and students walk between Scranton Commons and Kehr Union near Carver Hall.



Brett Simpson is director of BU's Quest program. See more of his photos at www.brettsimpsonphotography.com.

SMART eats

by BECKY LOCK

Healthy choices defeat hunger attacks away from home

EMPLOYEES MAY NOT have a choice when it comes to spending long hours at a desk or traveling for work, but they can choose to make healthy choices for meals and snacks, says registered dietitian Sharon Rowley Madalis '92M.

"Plan ahead and don't skip meals," says Madalis, who co-authored the book *Truck Drivers: Stop Your Job from Killing You!* Published in June 2010, the guide debuts a series that will address the struggles various professionals endure regarding lifestyle choices.

"One of the strategies is, if you're going to have a delay like time spent traveling, have some healthy snacks on hand," she says. "Fruit is something that is so portable and can cut the edge off hunger a little bit." Other options include a handful of pretzels, a serving of lowfat cheese and granola or cereal bars that aren't high in calories.

Take care to decide if it's really hunger that's gnawing at you, Madalis says. "Dehydration can be mistaken for hunger. Then there's boredom, stress or eating just because the food's there." Try drinking a beverage, preferably water.

Be sure not to skip meals. When you wait too long between meals or when you skip breakfast, "your blood sugar starts to drop and you don't feel good. During sleep, you're fasting. The last fuel you had is used up," Madalis says. "The body becomes a calorie hoarder. It operates at slow speed and metabolism slows."

By the same token, don't wait until you are starving to refuel. "You can really overeat, and the last thing you will think about is nutrition," she warns.

In choosing a restaurant, look for one that offers variety and has grilled selections, instead of all fried foods. "When ordering, be assertive," Madalis suggests. "Ask for alternatives, such as the vegetable of the day instead of french fries. Tell your waitress not to put sauces, gravies and dressings on the food; ask for them on the side. Restaurant owners want to cater to the customer. They want you to come back."

When dining at fast-food restaurants, be aware of

"Access the calorie information – it can be an eye-opener – and keep your meal below 500 calories if you can."



Chili is a healthy main dish if you choose sour cream or shredded cheese as a topping, but not both, says Sharon Rowley Madalis '92M.

PHOTO: ERIC FOSTER

how many calories, fat and salt the items contain. "Access the calorie information—it can be an eye-opener—and keep your meal below 500 calories if you can."

Above all, she says, "you make the choice."

In counseling clients through outpatient clinics at Geisinger Medical Center, Madalis works with individuals to give them what she calls a "plan A, plan B, plan C for making healthy dining choices ... different options because change isn't easy." •

Becky Lock is a writer, editor and photographer who works and lives in Pennsylvania.

husky notes

Michael's Mushrooms

BU doesn't offer a major in mushroom farming but, for Michael Carlino '86, the career was "always there and in the back of my mind."

Carlino is from Kennett Square, the "self-proclaimed mushroom capital of the world," where he owns Carlino Mushroom Co., a family business started in the mid-1940s by his grandfather. He purchased the business from his own father 12 years ago.

Carlino's farm encompasses 70,000 square feet of concrete greenhouses. For the past three years, he has grown just brown mushrooms, portabella and crimini. His crop cycle is about 12 weeks, which means he works every day. "It is a year-round, 365-day commitment. The mushrooms grow so fast, there is only a slight window to get them picked," says Carlino.

After harvesting, Carlino sells his mushrooms to wholesalers who resell them to grocery stores, fruit markets and food service companies. With only 112 mushroom farms in the U.S., Carlino Mushroom Co. is one of 28 growers who exclusively grow brown mushrooms. More than half of all mushrooms are grown in Pennsylvania.

Carlino didn't always plan to take over the family business, but he did consider the possibility throughout college "Mushroom farming was familiar and I had always done it growing up. I decided I didn't want to stay away from it," says Carlino, the only member of his family still involved in farming.

Carlino agrees most people either love or hate mushrooms. "Me, personally, I enjoy them very much."

Editor's note: See www.bloomu.edu/magazine for a link to recipes courtesy of Mushroom Council and [Mushroominfo.com](http://MushroomInfo.com). •

1953

David Linkhorst, Pottsville, competed in his 49th consecutive Schuylkill County Amateur Golf Championship tournament in 2010. He won the county championship eight times.

William Byham celebrated his 50th Little League World Series broadcast for WRAK radio in Williamsport.

1959

Sandra Pfister Brown, Easton, received a 2010 Outstanding Senior Award from the Northampton County Area Agency on Aging for providing leadership and assistance to community organizations.

1965

Joseph Schein received a distinguished service award from Bristol Township for his dedication to education and athletics at his alma mater, Woodrow Wilson High School, where he taught and coached from 1965 to 1996.

1966

Robert Wetzel was inducted into The Jerry Wolman—Northern Anthracite Chapter of the Pennsylvania Sports Hall of Fame. He was head baseball coach at North Schuylkill High School for more than 30 years and won a pair of Schuylkill League division titles.

1968

Sandra Clancy Larson, Vero Beach, Fla., chaired the 2010 Walk to Remember, which raises funds for the Alzheimer-Parkinson Association of Indian River County.

1969

Joseph S. Kowalski, an administrator with the Milton Area School District, was inducted into the Warrior Run High School Hall of Fame in 2010.

1970

Antoinette Coroniti Bosevich was honored by the Diocese of Scranton for 25 years of service as an educator at St. Jude School.

1971

William Gearhart is vice president for administration and finance at Rhode Island College, Providence, R.I.

1972

Patricia Veach Johnson received a top sales honor for July 2010 from Century 21 Alliance, Exton.

Michael Hessling was inducted into the Wayne County Sports Hall of Fame in recognition of his accomplishments as first-base coach for his softball team and varsity statistician at Honesdale High School.

1973

Douglas N. Yocom, Douglassville, president and CEO of Precision Medical Products Inc., was appointed to a three-year term to the Albright College Board of Trustees.

1974

Stephen A. Andrejackson and wife, Stephanie, are proud parents of **Mary Andrejackson '10**, who earned a degree in business education from BU, and Theresa, who earned a doctoral degree in civil engineering from Drexel University in 2010. Their grandson, Michael Alan Andrejackson, was born in May 2010.

Charles H. Updegraff Jr. is chair of the Citizens & Northern Corp. Board of Directors, the parent company of Citizens & Northern Bank.

1975

Joe Rutecki, Virginia, retired from the state Government

 **Accountability Office** in December 2010 with 35 years of service. The Association of Government Accountants selected him as its "member who made a difference" in the last decade.

1976

David Lezinsky opened an obstetrician/gynecologist practice in Wilkes-Barre.

Gregory G. Kile, Wilkes-Barre, is senior vice president of provider integration for Blue Cross of Northeastern Pennsylvania.

Dancing back to BU

Rachel Iannotti '06 graduated with dreams of establishing herself in a career. Last fall, her work led her back to her alma mater as marketing manager for the Jeanne Ruddy Dance Company, which opened the 25th season of BU's Celebrity Artist Series.

Iannotti joined the Philadelphia-based contemporary dance company in 2009. Her work involves marketing, advertising and applying for grants.

"What attracted me the most about working for this company was the fact that it was a change of pace for me," she says. "I wanted to work for a company that was small and would allow me to work in a number of departments, not just marketing."

1977

Mark A. Sverchek, who owns an insurance agency in Summit Hill, was elected to the Blue Mountain Health System's Board of Directors.

Gene Walters was awarded the board certified counselor designation by the American Board of Professional Counselors. He also received the designation of diplomate of the American Psychotherapy Association. He is a retired U.S. Public Health Service commander.

Barbara Decker Golden, York, client service manager at

 **McConkey Insurance & Benefits**, was a top five finalist in a national customer service competition sponsored by Insurance Agents and Brokers.

1979

Deborah Snyder Servose, Point Township, celebrated her 30th anniversary with Danville Child Development's Early Years Learning Academy in 2010. She is the preschool supervisor.

1981

Mark A. Kelley, assistant vice president/investments with Janney Montgomery Scott, completed the six-month Accredited Wealth Management Advisor

 **Synoracki promoted**

Daniel P. Synoracki '87 recently was promoted to group manager in Rettew's environmental science group. Synoracki, who has worked for the engineering firm since 1999, has more than 23 years of experience in project management and environmental consulting, including natural resource identification and evaluation, site planning, stream and wetland mitigation permitting, stream restoration and wetland mitigation design and construction oversight. A founding member of the Little Conestoga Watershed Alliance, Synoracki is a member of the Paradise Sportsman's Association. Synoracki resides in Lancaster.

certification program through Janney University in collaboration with the Wharton School of the University of Pennsylvania and the College of Financial Planning. He is also a chartered retirement planning specialist.

1982

Kevin L. Miller is chief operating officer at First Keystone National Bank, Berwick.

1984

Sharon K. Norton, a business and technology teacher, was honored as high school teacher of the year by the Ocean City (N.J.) School District.

1985

Marilyn Mikulca Baran, Wilkes-Barre, is a seventh-grade teacher at St. Jude School, Mountain Top.

Mark W. Ranzan is vice president of commercial lending for Wayne Bank in Monroe County.

Richard Robbins is a certified parapsychologist and associate dean of the College of Arts and Sciences at Bucknell University.

 **Pamela Shupp**, vice president of Berks Economic Partnership, earned the designation of certified economic developer from the International Economic Development Council.

CONTINUES ON NEXT PAGE

husky notes

CONTINUED FROM PREVIOUS PAGE

1986

Frank Sheptock, Wilkes University football coach, was inducted into the Pennsylvania Sports Hall of Fame in October. He was inducted into the College Football Hall of Fame in 2007.

1987

Angela Lenker earned a master's degree in education from Gratz College, Melrose Park. She is a Pre-K Counts teacher at Montgomery Early Learning Center of Pottstown.

Pauline Kmiecinski Roberts, Danville, has coordinated the Toys for Tots program for the Susquehanna Detachment of the Marine Corps League for six years.

1988

Ronald Ippolite is head wrestling coach at Washington Township (N.J.) High School. He teaches special education at the Chestnut Ridge Middle School, Sewell, N.J. The Rev. Gerald Shantillo is assistant pastor at St. Jude's Parish,

Mountain Top. He graduated from Pontifical Gregorian University with a degree in sacred theology in 2008 and was ordained in 2009.

Christopher Beagle is a real estate sales agent with Prudential Gallo Realtors in Rehoboth Beach, Del. He also serves on the board of directors for CAMP Rehoboth.

1989

David P. Boscola, Souderton, is director of finance and administration for the Bucks County Board of Commissioners.

1991

Alice Wesner Vislocky is a supervisor and program coordinator for Catholic Social Services in Hazleton.

Lori Mercatili Cimino '91M, Wilkes-Barre, is an assistant professor of speech-language pathology at Misericordia University.

Dana Domkoski Burnside, Wilkes-Barre, is director of Teaching Commons and assistant professor of education at Wilkes University.

Running with purpose

Jennifer Madia Bowen '99 ran her first marathon last fall and, in the process, raised \$4,695 to benefit the Christopher and Dana Reeve Foundation, which is dedicated to curing spinal cord injury and improving the quality of life for people living with paralysis.

Inspired by the plight of another BU alumna's family, Bowen ran in the ING New York City marathon as a member of Team Reeve. Gian Gervasio, brother of Lucia Gervasio '01, sustained a spinal cord injury last year in a swimming pool accident. After learning of the accident, Bowen contacted the Christopher and Dana Reeve Foundation and was invited to join Team Reeve.

"I will run the marathon every year that I am physically able to run, in order to find a cure for paralysis. I know that anything is possible," she says.

In remembrance

John F. Magill Jr. '48 is remembering his daughter with a scholarship in her honor. The A. Susan Magill '71 Memorial Scholarship will be awarded, based on financial need, to a student majoring in history, English, secondary education/history or secondary education/English. The \$400 scholarship, renewable up to four years, will begin in 2011-12.

The scholarship is funded with proceeds from the novel, "A Soldier's Psalm: An Odyssey of America's Restless Warriors," co-written by Magill and his daughter, Susan, who graduated from BU in 1971 and lost her life to cancer in 2004. The novel spans 200 years of American history and reflects on historical figures, including George Custer, Benedict Arnold and other "restless warriors."

For information on establishing a scholarship, contact the Bloomsburg University Foundation at (570) 389-4524.

Helping a brother

The Delta Pi Sigma Pi Alumni Association (DPSPAA) awarded a \$1,000 scholarship to Mark Brajer, Randolph, N.J., a senior majoring

in secondary education and history, during Homecoming Weekend. Brajer, current Delta Pi president, has been a brother for three years and previously served as the fraternity's vice president and representative to the Interfraternity Council. Joining Brajer at the presentation was last year's

DPSPAA scholarship recipient, Nick Burk, Chalfont, a senior majoring in finance, who serves as Delta Pi's treasurer.

Delta Pi, founded in April 1967, has more than 700 members and is one of BU's oldest fraternities. DPSPAA formed in 2005 to promote communications between members, support Greek life at BU and help brothers who are current students through scholarships and the "Books for Brothers" program that offsets the cost of textbooks. The group also holds regular get-togethers including last summer's "grand reunion" in Lancaster attended by 114 members; another "grand reunion" is planned for July.

For information, visit www.dpspaa.com and <http://orgs.bloomu.edu/deltapi/index.html> or contact Ernest Lemoncelli, (570) 230-0456.

Shown in the accompanying photo, left to right, are Chuck Ranck '68, vice president and founding brother; Mark Brajer; Nick Burk; and Earl Roger Lowry '78, president of DPSPAA.

1993

Nicole Graziano, Hughesville, is a high school counselor for the Hughesville School District.

Marilyn Nork Stewart, vice president of Australia and New Zealand Bank, was named to the Shenandoah Valley High School Wall of Fame.

David B. Cooley is the new principal of Penn Wood High School-Green Avenue campus.

1995

Cynthia Cunningham Sullivan, Huntingdon, is a certified registered nurse practitioner with the Geisinger-Cold Springs clinic.

1996

Benjamin Miller is retail advertising director for Lancaster Newspapers Inc. He joined the company in 1996.

1997

Kathy Gemberling Hansel is first vice president and controller at Adams County National Bank, Gettysburg.

1999

Marla Brugger Kane, Shamokin, won radio station WQLV's local competition in the 29th Colgate Country Showdown performing her original song, "Behind the Picket Fence."

2000

Beth Rogowsky, Danville, was the first graduate of Wilkes University's doctor of education program. The title of her dissertation was "The Impact of FastForWord on Sixth-Grade Students."

2001

Melissa Snyder Wolf, Wilkes-Barre, senior manager for ParenteBeard, was recognized by Pennsylvania Institute of Certified Public Accountants as a 2010-11 "40 under 40: Members to Watch."



2002

Nathan DiStefano exhibited his art at the 81st Phillips Mill Art Exhibition, New Hope, in 2010.

R. Lynn Hummel Jr., DuBois, is assistant principal of Clearfield Area High School.

Ryan T. Stango is vice president of operations for Citigroup's global transactions division in Columbus, Ohio.

Chris Thompson is head coach of the Reading Express of the American Indoor Football Association.

Jeremy Thompson, Allentown, is accounting manager with PPL Corp.'s unregulated power supply segment.

2003

Brian Bingaman, Philadelphia, is the strength and conditioning coach at St. Joseph's University.

Shane Mascho is a middle school guidance counselor with the Wellsboro Area School District.

Christian Temchatin, Conyngham, is assistant secondary principal at North Schuylkill School District.

Jennifer J. Webb earned a doctoral degree in geography from the University of South Carolina. She works for the federal government in Washington, D.C.

Anthony Gianforti graduated from basic training at Fort Sill, Lawton, Okla.

FIND MORE

HUSKY NOTES online at www.bloomualumni.com

Send information to: alum@bloomu.edu or
Alumni Affairs

Fenstemaker Alumni House
Bloomsburg University of Pennsylvania
400 E. Second Street
Bloomsburg, Pennsylvania 17815

2004

Amanda F. Lawler graduated from basic combat training at Fort Jackson, Columbia, S.C., as a U.S. Army specialist.

Renee Lojewski works as a research scientist at the Naval Aerospace Medical Research Laboratory in Pensacola, Fla.

Natalie Pacifico joined Stephen James Associates to perform senior executive searches in banking and financial services in the Philadelphia area.

Lawrence Piccini Jr. is head baseball coach at Lakeland High School. The program achieved a District 2 Class AA championship win in 2009 and reached semifinals in 2010.

Emily Vesper, Milford, N.J., was honored by the New Jersey Herald "20 Under 40" showcase for her involvement with Foodstock, a food pantry, and her work as a fourth-grade teacher at Frankford Township School, Branchville, N.J.

2005

Travis T. James was named the Army Contracting Command's outstanding contract specialist. He is assigned to the Joint Munitions and Lethality Contracting Center, Picatinny Arsenal, N.J.

Luke Haile '05/'08M is an assistant professor at Ferrum College in Virginia. He earned a doctoral degree from the University of Pittsburgh.

Jason Minnick is working in public relations with Major League Soccer, FC-Dallas Division in Frisco, Texas.

Jessica L. Mock was named Dignity and Respect Champion for her work as a staff interpreter at the Center for Hearing and Deaf Services in Pittsburgh.

Felix Yerace, a social studies teacher at South Fayette High School, was named Pennsylvania Senior High School Student Government Advisor of the Year by the Pennsylvania Association of Student Councils. He recently chaperoned a group of students to Europe.



Justin C. Lee wrote the comedy, "Pookie Goes Grenading," which was read at the 2010 Bay Area Playwrights Festival, San Francisco, Calif.

2006

Zachary Soohy is a secondary librarian in the Spring Grove School District. He received his master's degree in library information science from Clarion University.

Tad K. Schantz is a senior accountant at Baum, Smith & Clemens LLP, Lansdale.

2007

Jason Skoted is a transportation designer with Borton-Lawson, Wilkes-Barre.

2008

Renee Rutski '08/'10M completed a counseling internship at Rice Elementary School, Mountain Top, and works as a school counselor at Bear Creek Community Charter School, near Wilkes-Barre.

Michael A. McGeoy is a senior accountant with Boyer & Ritter Certified Public Accountants & Consultants, Camp Hill.

2009

Michael Dalton, a high school math teacher in Easton, Md., placed in the top 1 percent of finishers in the ING Philadelphia Half Marathon.

Shaylene Mordan is director of programs and development for the Greater Susquehanna Valley Chamber of Commerce.

David R. Watson was commissioned a second lieutenant in the U.S. Army's 101st Airborne Division after graduating from officer candidate school at Fort Benning, Ga.

Dylan Weaver graduated as an airman first class from basic training at Lackland Air Force Base in San Antonio, Texas.

2010

Heather Delp is the director of community relations for Schuylkill United Way.

Emily Osborn is a marketing associate with Williams Auto Group, Sayre.

Cory Raupers is assistant varsity wrestling coach with James Madison High School, Vienna, Va., and teaches in Fairfax County Schools.

husky notes

LINEUP

REUNIONS, NETWORKING, AND SPECIAL EVENTS



AT THE SPA: BU friends meet each year at the Hershey Spa. Shown during their 21st get-together last fall are, from left to right: Michelle Garrity Nolan '89, Sherri Shuman Kreisher '89, Monique Manning Heffner '88/90M, Sue Dougherty '89 and Tina LaGreca '89.



MASS COMM PROS: Rich Uliasz '97, video editor for CNBC Business News and BU Alumni Association Board secretary and director, speaks to students as part of a mass communications alumni panel. Other panelists were Kim Bell '88, vice president and general manager for Blue Ridge Communications TV-13; Dave Marra '91, senior systems engineer, Apple Inc.; Jessica Heller Taub '04, account manager, Hale & Hearty; Jeremy Powlus '97, director of marketing and information technology manager, Siegel Distributing Co.; and Karin Suttman '85, vice president of media for Oxford Communications. For information on Alumni in the Classroom programs, visit The Husky Pack at www.bloomualumni.com.

PHOTO JAMIE NORTH

ON THE WEB WWW.BLOOMU.EDU



FRIENDS REUNITE: Gathering at Homecoming were friends and Alpha Sigma Tau sisters. Left to right, front row: Wendy Sorum, friend; Morgan Buehner Decoteau '86; Wendy Lyden Benedict '86; and Kathy Hurley Donahue '85; and back row: Susan Kantor Pugliese '86 and Gay Gammel Truehart, who attended BU from 1982 until 1986.



CLASS OF 1960: Fifty-seven members of the Class of 1960 celebrated their 50-year reunion during Homecoming. As part of the celebration, classmates raised \$6,100 toward the goal of establishing an endowed scholarship for future generations. Call the BU Foundation at (570) 389-4524 to help the class reach its goal.



LAMBDA CHI ALPHA: Bill Acierno, retired mass communications professor and adviser to Lambda Chi Alpha in the 1970s and 1980s, signs the fraternity Ankh, Egyptian symbol for eternal life, during the group's reunion last fall. Alumni brothers with Acierno are Tom Leahy '77 and Don Calu '75.

PHOTO TOM MCGUIRE



CELEBRATING FOOTBALL: Two Husky football teams – national semifinalists from 1985, above, and national finalists from 2000, below – were honored during Homecoming 2010. Stephan Pettit '89, Jack Mulka '66 and Erik Evans '95M, vice president for university advancement, organized the football celebration.



PHOTO TOM MCGUIRE



MULTICULTURAL ALUMNI NETWORK: Attending the Multicultural Alumni Network reception during Homecoming are: Darnet Bailey-Charlet '92, Will George '96, Dun-Weah Mayson '92, Rhonda Baker Whitaker '93, Edna Baker Verdiue '03, Gary Gilcrest '95 and Andre Bailey '94/01M. Information on alumni networks is available at www.bloomualumni.com.



FAMILY AFFAIR: Families of BU graduates, including the Blackburns, gather at the Alumni Homecoming Tent Party. Showing off their BU colors are, left to right, Chris Blackburn '82 and his parents Edward Blackburn '60 and Saundra McBride Blackburn '58. More than 600 BU alumni returned to campus for Homecoming festivities.



FUN AND GAMES: Husky Ambassador Kyle Smith, an economics major from Nelson, Pa., shows a future BU student how to play a dart game during Homecoming.

husky notes

VITAL STATISTICS

Marriages

Howard Angstadt Jr. '88 and Heather Johnston, June 28, 2008
 Deana McNett '92 and Todd Burke, May 28, 2010
 C. Heather Ireland '98/'99M and Richard J. Pipech Jr., April 24, 2010
 Sharyn Torrisi '98 and Craig Cartwright, July 2, 2010
 Amanda Gudknecht '00 and Jason Meisenzahl, Oct. 9, 2010
 Raina Lubert '00 and Daniel Evancho, May 29, 2009
 Melissa McLaughlin '00 and Sean O'Donnell
 Adam Strzempek '00 and Bilge Ergun, July 3, 2010
 Pamela Hudock '01 and Adam Kelchner
 Rebecca A. Lynn '01 and Jeffrey A. Willoughby, May 29, 2010
 Brooke McDonald '01 and Stephen Bilko '99, Oct. 3, 2010
 Shannon Brosious '02/'05 and Jason "Jake" Reed, May 16, 2010
 Jennifer Endruss '02 and Greg Bowden '01, Sept. 12, 2009
 Michael Sheehan '02 and Jodi Young, Aug. 7, 2010
 Gina Marie Mattivi '03 and Ryan Thomas Stango '02, Oct. 4, 2010
 Jillian E. Lipinski '04 and Michael C. Zarnas, Aug. 1, 2009
 Brian G. Walsh Jr. '04 and Emily A. Leonbruni, July 10, 2010
 Jeffrey M. Zelinske '04 and Amy E. Price, May 15, 2010
 Lauren Claffey '05 and Joshua Rood '04, July 17, 2010
 Nicole R. Combs '05 and Thomas J. Iacovoni, Aug. 20, 2010
 Lindsy Force '05/'07M and John Maxwell II, Sept. 18, 2010
 Courtney A. Peters '05 and David R. Paden, July 10, 2010
 Patricia Quinter '05 and George Ruth, June 17, 2010
 Allison Rebarchick '05 and Robert Miller
 Bradley Rogers '05 and Kimberly Stefanick, June 30, 2010
 Kimberly Shadle '05 and Matthew J. Roulin, June 12, 2010
 Dan Ehrat '06 and Lindsay Zimbile, June 5, 2010
 Courtney Gontz '06 and Edward Long Jr., July 7, 2010
 Daniel B. Meyer '06 and Dawn A. Coe, May 1, 2010
 Kasey Pruzinsky '06 and Roger Riddell, May 29, 2010
 Jessica Sing '06 and John Scarinci '07M, July 10, 2010
 Joseph Yasinskas '06 and Jennifer Petrovsky, June 26, 2010
 Michael J. Abda '07 and Dana A. Patchoski, July 24, 2010
 Charles W. Angelo '07M and Lisa A. Mushinsky, July 18, 2009
 Katlyn E. Boiwka '07 and Seth T. McHenry, March 27, 2010
 Erika Vandermark Geary '07 and David E. Reichert '08, July 25, 2009
 Michelle Sherman '07 and Matthew Duke '06, July 24, 2010
 Tiffany M. Simon '07 and Richard P. Mogavero, June 2, 2010
 Talia Bartko '08 and Edward Stefanowicz '08, June, 12, 2010
 Alessa L. Dalpiaz '08 and James R. Houston '07, Nov. 7, 2009
 Jennifer Franklin '08 and Jason Armstrong, Aug. 8, 2010
 Kristen E. Hunter '08 Au.D and Taylor Sessions, Nov. 7, 2009
 Rachel Kukosky '08 and William Newman '07, May 30, 2010
 Shelia Martin '09 and David Ergott '09, July 24, 2010
 Cassandra McCarty '09 and Michael Heaps '09, Oct. 10, 2009
 Nicole Sawyer '09 and Clayton Gessner, May 29, 2010
 Alexandra M. Schmid '09 and Stephen C. Bednarik '10, May 30, 2010
 Jordann N. Ulceski '09 and Peter J. Bridy, June 19, 2010
 Jesica M. Mowery '10 and Stephen J. White, May 22, 2010

Births

Howard Angstadt Jr. '88 and wife, Heather, a daughter, Hailey Lynn, June 8, 2010
 Chrissy Mantione Campenni '98 and husband, Tommy, a daughter, Ella, June 18, 2010
 Diana Nimmo Merida '98 and husband, Michael, a daughter, Chelsea Margaret, Sept. 25, 2010
 Heidi Mintzer '98/'05M and Clint Smith '96, a daughter, Rogan Sommer, May 25, 2009
 Heather Brandt Blake '01 and husband, Ryan, a son, Andrew Ralston, Feb. 25, 2010
 Kim Sweda Gasper '01 and husband, Steve, a son, Jonathan Stephen, May 27, 2010
 Alison Zeisloft Thompson '01 and husband, Jeremy Thompson '02, a daughter, Makenna Rae, February 2009, and a son, Shea Austin, September 2010
 Jenn DiMaria Tighe '01 and husband, Jimmy, a daughter, Lucy, July 12, 2010
 Kristin Rhoads Kuntz '02 and husband, James Kuntz '03, a son, Hadden, May 21, 2010
 Mollie Conners Pryzblick '02 and husband, Lawrence Pryzblick '02, a daughter, Olive, July 8, 2010
 Rebecca Logan Jones '03 and husband, Elijah, a son, Caleb, July 22, 2010
 Stefanie Palmer Noll '03 and husband, Stephen, a daughter, Sadie Rose, July 30, 2010
 Sarah Kennedy North '03/'06M and husband, Jaime, a daughter, Kennedy Jean, Sept. 17, 2010
 Courtney McGraw Zinser '03 and husband, Philip, a son, Luke Philip, Feb. 5, 2010
 Kristen Millard Fourspring '04 and husband, Keith, a daughter, Tessa Bea, April 19, 2010
 Jenna Vandergroef Sebring '06 and husband, Seth Sebring '06, a son, Hudsyn Rik, Aug. 24, 2010
 Ronald Stump '06 and wife, Mary Anne, a son, Gregory Ray, May 24, 2010
 Wendi Wert Baker '07 and husband, Kevin, a son, Benjamin Metzger, Nov. 9, 2009

Obituaries

Dorothy N. Heller '33
 Olga Pregmon Kundla '34
 Mildred Mae Levan '34
 Faith Kehres Bell '35
 Margaret Munro Smith Dickey '38
 Louise Durlin Clark '39
 Dennis Tewksbury Ogden '39
 Vivian Reppert Gladwin '40
 Mary Hanley McNelis '40
 Barbara Gillette Benoski '41
 Florence Traub Matyas '42
 Veronica Grohol '44
 Emily Baum Kerr '47
 Leonard R. Wearne '48
 George N. Dotzel, Jr. '49
 Beth Hartman Gardner '49
 Edward J. Mitros '50
 Deryl J. Samois '50
 Carl John "Jack" Persing '51
 Thomas L. Ohl '57
 Jacob "Jake" Bluges '58
 Marilyn Keefer Carter '59
 Trevor F. Lewis '59
 Henry A. Orband '60
 Noel C. Krothe '61
 Faith Kehres-Rogers Bell '62
 Susan Vansickle Bickert '62
 Larry E. Klouser '64
 John Wayne Stone Sr. '64
 Wilbur H. "Bill" Goodman '66
 Carolyn Bennett McCoy '67
 June Liddington Gallo '68
 David "Dave" Jones '68
 Nazzareno Ortenzi '71
 Holly Mensch McAnall '72
 Thomas J. Kubasek '73
 Anthony S. Procopio '73
 Robert Eugene Divers '80
 Gideon J. Wray '81
 Mark Bradley Bankes '83
 Mary Lou Colburn '84
 Mary Beth Stringer Lutz '84
 Robert J. Eveland '85
 Joel E. Bauchspies '88
 Robert F. Pursel Jr. '90
 Edward Stimmller Jr. '97
 Scott D. Fenstermacher '99
 Michael V. Gallagher '01
 Jeffrey J. Bubnowski '07



CALENDAR

Activities and Events

Academic Calendar

SPRING 2011

Spring Break Begins
Saturday, March 5

Classes Resume
Monday, March 14

Classes End
Monday, May 2

Finals Begin
Tuesday, May 3

Finals End
Saturday, May 7

Graduate Commencement
Friday, May 6

Undergraduate Commencement
Saturday, May 7

SUMMER 2011

Session I - May 23 to Aug. 12
Session II - May 23 to July 1
Session III - July 6 to Aug. 12

Art Exhibits

Exhibitions in the Haas Gallery of Art are open to the public free of charge. For more information, gallery hours and reception times visit <http://departments.bloomu.edu/haasgallery>.

Liz Miller: Installation/Wall Painting
Feb. 14 to March 18

Student Art Association Annual Juried Student Art Show
Late March to mid-April

Senior Exit Show
April 26 to May 7

Celebrity Artist Series

The Celebrity Artist Series' spring 2011 events, listed below, will be presented in the Haas Center for the Arts, Mitrani Hall. For more information or to purchase tickets, call the box office at (570) 389-4409 or visit the Celebrity Artist website at www.bloomu.edu/eas. Community Government Association card-holders pay half of the ticket's face value for all shows. Programs and dates are subject to change.

Drumline LIVE
Friday, Feb. 18, 8 p.m.
General Admission: \$30

Hot 8 Brass Band
Friday, March 4, 7 p.m.
General Admission: \$25

Rioult Dance Company
Saturday, March 26, 8 p.m.
General Admission: \$30

Spring Awakening
Friday, April 8, 8 p.m.
General Admission: \$30

Stefon Harris
Friday, April 29, 7:30 p.m.
General Admission: \$30

Concerts

Listed events are open to the public free of charge.

Chamber Orchestra Spring Concert
Sunday, March 20, 2:30 p.m.
St. Matthew Lutheran Church,
123 N. Market St., Bloomsburg
Featuring soprano Wendy Miller

Symphony Spring Concert
Sunday, April 3, 2:30 p.m.
Haas Center for the Arts,
Mitrani Hall
Performing Gustav Holst's
The Planets

Gospel Choir (above): Gospelrama
Sunday, May 1, 5 p.m.
Kehr Union Ballroom

Alumni Events

Visit www.bloomualumni.com for details or to register. For information, contact the Alumni Affairs Office at (570) 389-4058, (800) 526-0254 or alum@bloomu.edu for information.

Alumni Weekend
Friday through Sunday,
April 1 to 3
Alumni Awards Luncheon,
April 2
Quest Climbing Wall,
April 2, 11 a.m. to 2 p.m., free

Theater

Tickets for theatrical productions are available at the box office in Haas Center for the Arts, open Mondays through Fridays from noon to 4 p.m. and remaining open Wednesdays until 7 p.m. when classes are in session. For show times and tickets, call the Haas Center Box Office, (570) 389-4409.

The 25th Annual Putnam County Spelling Bee
Thursday through Saturday,
Feb. 17 to March 20,
Alvina Krause Theatre,
226 Center St., Bloomsburg

Anton in Show Business
Wednesday through Sunday,
April 13 to 17
Alvina Krause Theatre,
226 Center St., Bloomsburg

Special Events

Siblings' and Children's Weekend
Friday to Sunday, April 1 to 3

Quest Open High Ropes Day
Saturday, April 16, 10 a.m. to 4 p.m.
Upper Campus

BU/Town of Bloomsburg
Renaissance Jamboree
Saturday, April 23, 10 a.m. to 5 p.m.
Downtown Bloomsburg

Symphony Ball
Saturday, April 30, 6 to 10 p.m.
Caldwell Consistory, 150 Market St., Bloomsburg
Contact BU Music Department,
(570) 389-4289

Homecoming Weekend
Saturday and Sunday,
Oct. 22 and 23

Parents and Family Weekend
Friday to Sunday, Oct. 28 to 30

over the shoulder

A Home for History

by ROBERT DUNKELBERGER, UNIVERSITY ARCHIVIST

On the third floor of the Harvey A. Andruss Library, through an archway of Tiffany stained glass, is the Bloomsburg University Archives, the repository entrusted with preserving and maintaining the institution's historical records and treasures.

Every yearbook and student newspaper ever published, nearly 50,000 images, films, trophies, architectural blueprints and maps can be found in the archives. Established in the early 1970s, the archives contains the official records of offices and academic departments, personal papers of students and alumni, and photo albums, scrapbooks and homework assignments dating back more than a century.

Among the archives' notable collections are materials documenting alumni careers, including the political service of Mark Schweiker '75. Schweiker, who served

as Pennsylvania's governor and lieutenant governor, chose his alma mater's archives as the repository of photographs, videotapes, press releases and artifacts from his tenure, which included the rescue of nine coal miners from Quecreek Mine in July 2002.

But the Schweiker collection is not the only political compilation. Special collections available for

research include more than a thousand publications and newsletters of

radical labor and political organizations, including the Communist Party USA, Socialist Workers Party and the United Mine Workers, and the diary of Hessian officer Johann Ewald dating from the Revolutionary War.

Among the more unusual items in the collection is a large marble stone, which members of the Class of 1874 inscribed with their year of graduation and placed adjacent to BU's original dormitory a year before it burned. Long forgotten, the stone sunk five feet into the ground near the old Waller Hall only to be uncovered in 1967 by workers excavating for new utility lines prior to the construction of Scranton Commons.

Other one-of-a-kind items document the two distinct careers of artist Ruth Hutton Ancker '18. A fashion illustrator for Wanamaker's department store who later pursued a career as a freelance illustrator and educator, Ancker shifted her focus mid-career from fashion to fine arts, exhibiting her sculptures in New York, Paris and Rome. The archives is home to her scrapbooks, photographs, books and research.

Of local interest are 20,000 negatives from the Bloomsburg Morning Press showing the university and Columbia County from 1936 to 1958. Also housed in the archives are the programs, posters, production books and administrative files of the Bloomsburg Theatre Ensemble.

The Bloomsburg University Archives and Andruss Library Special Collections contain a wealth of material preserving the history at BU and beyond. To view online collections, see www.bloomu.edu/library/Archives.



President Harvey Andruss, left, and Director of Development Boyd Buckingham inspect the Class of 1874 stone in September 1967.



Women's fashion from 1905 is illustrated in this pen and ink drawing by Ruth Hutton Ancker '18.

THE UNIVERSITY STORE



www.bloomu.edu/store

THE HUSKY NATION joins forces with one of the world's most recognizable brands for sportswear that combines style with function. Show your Husky pride with Nike hooded sweatshirts in maroon, white, oxford gray and black; sweatpants; long-sleeve and short-sleeve T-shirts or a hat.

Nike products are just some of the hundreds of items available at the University Store. Shop the University Store for BU insignia gifts from T-shirts, sweatshirts and hats to pennants, stadium blankets and glassware. Pick up a black Husky Nation T-shirt or the newest additions—a maroon Husky Nation T-shirt or matching cap. Can't decide? Gift cards are available in any amount.

The University Store is open seven days a week, with extended hours for special Saturday events. Shop in person or online at www.bloomu.edu/store for *everything* BU.

Hours

Monday through Thursday: 7:45 a.m. to 8 p.m.

Friday: 7:45 a.m. to 4:30 p.m.

Saturday: 11 a.m. to 5 p.m.

Sunday: Noon to 4:30 p.m.

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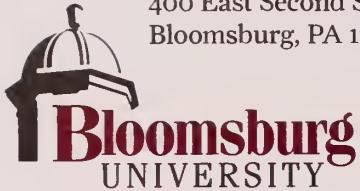


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CELEBRITY ARTIST SERIES PRESENTATION

HOT 8 BRASS BAND

Friday, March 4, 7 p.m.

Haas Center for the Arts, Mitrani Hall
General admission: \$25

Often described as successors to the legendary Preservation Hall Jazz Band, Hot 8 Brass Band brings Mardi Gras to Bloomsburg. The New Orleans natives, together for more than a decade, infuse performances with the funk and high energy that forms the music of their hometown. Hot 8 Brass Band has released three critically acclaimed recordings and is featured in the Spike Lee documentary, *When the Levees Broke: A Requiem in Four Acts*.

Hot 8 Brass Band



Bloomsburg

THE UNIVERSITY MAGAZINE



DIGGING DEEP

Lisa Goldfeder Baron '89 leads a project to deepen the New York/New Jersey harbor and restore its ecosystem.

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ALSO INSIDE

A River Runs Through It

Group makes sure cool, clear water remains an abundant natural resource in Pennsylvania.

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One, Two, Tree

Environmental planning students' census proves benefits of street trees in Town of Bloomsburg.

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A Greener Footprint

Efforts breathe new life into environmental initiatives.

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FROM THE PRESIDENT



Green Days

WHEN I DECLARED Green Days in January 2010, I could not foresee that I was ushering in an era of renewed environmental awareness at Bloomsburg University. In the past 16 months, faculty, staff and students from organizations and departments across the campus and members of the local community have united to focus on environmental issues. Groups such as BU's Green Campus Initiative and H.O.P.E., along with the SOLVE volunteer office and our living and learning communities, are leading the way with the goal of a "greener" BU.

Environmental efforts are nothing new at BU where we celebrate Earth Day each spring and have participated in Recyclemania, a friendly recycling competition among residence halls. Last fall's successful farmers market will return in September, once again connecting local vendors with our campus community. Other projects are in the planning stages.

"Our pursuit of a clean and sustainable environment is ongoing through (various) initiatives and practices at BU."

Grants have helped pay for upgrades in buildings and infrastructure that save both energy and money. A \$500,000 Energy Harvest grant from the state Department of Environmental Protection supported installation of a biomass boiler that replaced a 58-year-old coal stoker. And a \$250,000 grant from Pennsylvania's Conservation Works! Program enabled us to replace aging heating, ventilation, air conditioning and lighting systems in several campus buildings.

This spring, the main focus has been on reduced usage of coal, an

interesting proposition for a university, such as ours, that is located on the fringes of Pennsylvania's anthracite coal region. The new biomass boiler that came online in December 2010 reduced our coal consumption by 67 percent, but Bloomsburg remains one of three universities in the Pennsylvania State System of Higher Education that use coal as one of its sources of heat.

This issue of *Bloomsburg: The University Magazine* introduces you to an alumna who serves as chief of harbor programs for the Army Corps of Engineers' New York District. You'll also meet members of our campus community who are

involved in environmental initiatives and faculty who perform environmental analysis. Our pursuit of a clean and sustainable environment is ongoing through their efforts and other initiatives and practices at BU.

A handwritten signature in black ink, appearing to read "David L. Soltz".

DAVID L. SOLTZ
President, Bloomsburg University

For more from President Soltz, see <http://bupresident.blogspot.com>



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COVER PHOTO: GORDON WENZEL/IMPRESSIONS



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BU's Environmental Analysis Group monitors the Susquehanna River and the commonwealth's other waterways, with an eye to keeping them clean and pure.

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BU students count the street trees and tally their dollars-and-cents benefits to property owners in the Town of Bloomsburg.

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A Greener Footprint

Students, faculty, staff and the community step up environmental efforts.

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Digging Deep

Lisa Goldfeder Baron '89 balances an Army Corps of Engineers project that is equal parts dredging and environmental cleanup.

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Bloomsburg: The University Magazine is published three times a year for alumni, current students' families and friends of the university. Husky Notes and other alumni information appear at the BU alumni global network site, www.bloomu校友.com. Contact Alumni Affairs by phone, 570-389-4058; fax, 570-389-4060; or e-mail, alum@bloomu.edu.

Address comments and questions to:

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SPRING 2011

fresh perspective



Let it Rain

A cup, a bowl, a pitcher of water, some plastic wrap and string. With those simple tools, student teacher Ula Konczewska demonstrated the water cycle to elementary students at Greenwood Friends School in Millville.

Students poured water into the bowl, placed the empty cup in the bowl's center, and sealed the top with plastic wrap and string. Left in the sun, the students later observed, the water in the bowl will evaporate, then condense on the plastic wrap, and finally "rain" into the cup.

Konczewska, a native of Poland, earned a bachelor's degree from BU in 2005 and a master of education degree in elementary education in May 2011. ●

around THE quad

Drug Reaction

KEVIN BALL '01, ASSISTANT PROFESSOR OF PSYCHOLOGY STUDIES THE EFFECTS OF DRUGS

Approximately 1.1 million Americans used Ecstasy for the first time in 2009, reports the National Institute on Drug Abuse (NIDA). Some will return to the drug occasionally or never use it again. For others, the drug will become an integral part of their lives, despite repeated attempts to break the cycle. Kevin Ball '01, assistant professor of psychology, wants to know what sets these groups apart.

Ecstasy, or MDMA, started out as a "club drug," Ball says. "MDMA is a new one with relatively little research. The majority of users are younger and, when you are younger, there's more chance a drug will cause long-term changes."

Formally known as methylenedioxymethamphetamine, MDMA is a synthetic drug that produces feelings of increased energy, euphoria and emotional warmth and distorts time, perception and tactile experiences, according to NIDA. Funded through a \$50,000 competitive grant from the National Institutes of Health/National Institute on Drug Abuse, Ball is investigating areas of the brain that control drug addiction and researching how certain cues — perhaps, a sight, a sound, a location, a person or a stressful situation — regulate drug taking. He hopes the results of his research with rats will translate into improved drug treatments for humans.

With the same brain regions as humans, rats are the ideal research subjects, Ball says. His initial research took rats through three stages of drug use — acquisition,



Kevin Ball

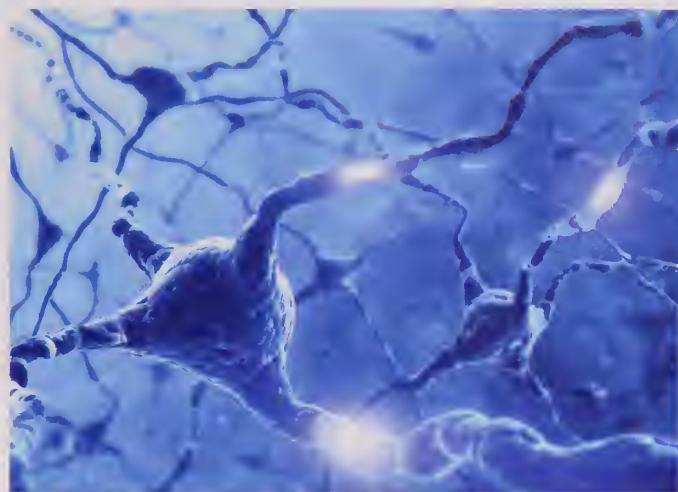


PHOTO: ISTOCK

extinction and relapse. In the first phase, rats learned to perform a task to receive the drug; success was accompanied by a light and a tone. In the second phase, the drug was removed and, without their "reward," the rats eventually stopped performing the task. However, the rats again sought the drug in the third phase when the tone and light returned.

The rats' response mirrors that of humans who repeatedly grapple with drug use, despite attempts to stop on their own or through rehabilitation. "The vulnerability to relapse can be a lifelong problem," Ball says.

In another funded study, Ball currently is researching regions within the brain's prefrontal cortex to "determine whether there are neurological bases of addiction."

"Each person has a unique response to drugs," Ball says. "Each person has a unique response to the first exposure based on individual biology. Connecting the behavior to the biology makes the research interesting to me." •

Ball is investigating areas of the brain that control drug addiction and researching how certain cues—perhaps, a sight, a sound, a location, a person or a stressful situation—regulate drug taking.

Keynote speaker Rev. Jesse Jackson Sr. addresses BU's 18th annual Martin Luther King Jr. Commemorative Banquet.

PHOTO: ERIC FOSTER



Beyond Color

MESSAGE STRESSES ECONOMIC PARITY

"BEYOND COLOR, beyond culture, is something called character." This message is the same today as it was a half century ago when the Rev. Jesse Jackson Sr. began his life's work.

It is character — the quality of doing what is right, even when it is unpopular — that comes into play in today's struggle for economic equality, Jackson told an audience of 400 as keynote speaker for BU's 18th annual Martin Luther King Jr. Commemorative Banquet. And it was character that was at the heart of King's fight for civil rights.

Jackson, the well-known advocate for empowerment, peace, civil rights, gender equality and economic and social justice, was among King's inner circle. As a youth organizer for the

Southern Christian Leadership Conference and King's assistant, he was with the civil rights leader when he was assassinated outside the Lorraine Motel in

Rev. Jesse Jackson Sr.

Memphis, Tenn., on April 4, 1968. Today, Jackson continues to work for social change as founder and president of the Rainbow PUSH Coalition.

"We fought to democratize democracy," he said of the 1960s Civil Rights Movement. "We leveled the playing field to make democracy real for all of the people."



What's different tonight is that 46 years ago we were not free. Tonight, we are free, but not equal. We have learned to survive apart in small circles. We must now learn to live together."

Jackson encouraged the audience to honor King's memory with action, recalling the civil rights leader's final birthday spent planning the Poor People's Campaign to fight poverty and working to end the Vietnam War. "It is not enough to admire Dr. King," he said. "We must follow him. We are called to follow him intellectually and physically, not just admire him."

Outlining the issues facing U.S. citizens today, including poverty, student debt, credit card debt, unemployment, home foreclosures, a "back-door draft" and tax cuts for the wealthy, Jackson said he believes King would be "quite concerned about the disconnect between the vote and the economic condition."

He encouraged the audience to use the power of the polls to elect officials who are committed to working toward parity. "We have the power in our hands to change the world," he said. "Our mission is to even the playing field for all Americans." •

Agreement with HACC

EASES TRANSFER INTO BU EDUCATION MAJOR

Representatives from BU and Harrisburg Area Community College recently signed an agreement offering HACC graduates seamless transfer into BU's early childhood education-elementary education program. The agreement is in effect for students who entered HACC in fall 2010 and will transfer to BU in fall 2012.

As a program-to-program transfer, HACC students graduating with an associate degree in early childhood education-elementary education can transfer all credits to Bloomsburg University for their bachelor's degree and be admitted with full junior status provided they fulfill all academic requirements of Bloomsburg University. All bachelor's degree requirements can be completed at the Dixon University Center, Harrisburg, or at BU's campus.

Joe Rado Lobby

ALUM SUPPORTS COLLEGE OF BUSINESS

JOE RADO '63 doesn't take himself too seriously. On a warm sunny day, he'll come to work at the company he owns, WORLD electronics in Reading, dressed in shorts and a polo shirt, ready for an afternoon of golf. His voice

Joe Rado and BU President David Soltz



mail greeting ends with the wish:
“...and have a little fun today.”

What he does take seriously is his role as president and CEO of his company, a manufacturer of industrial controls, and his obligation to his 117 employees. “For the past 25 years,” he says, “I have been making changes and foreseeing the future. Decisions have not been taken lightly.”

His business philosophy is built on one tenet: Form the habit of doing things other people don't want to do. That philosophy, he believes, has served him well in each stage of his professional life: 11 years in education, 13 years in insurance and a quarter-century leading WORLD electronics, whose main business is contract manufacturing, mainly motherboards for controlling electronics. Services include engineering and prototyping.

Through it all, he's maintained a relationship with Bloomsburg University that began when he was an undergraduate and the student yearbook photographer and grew while he was a member of the College of Business Advisory Board and, most recently, the university's Alumni Board of Directors. It continues today as a benefactor with his donation of \$250,000 to the Bloomsburg University Foundation, recognized in the naming of the new lobby in Sutliff Hall, home of the College of Business. In honor of his generosity, the building will feature “Joe Rado Lobby” when renovations are completed in August 2011.

Rado says he supports BU as an opportunity to “give a little back to the college. Teachers were always first-class and they teach you for what you are, not what they want you to be. They give you a chance ... and some people need a second chance.”

“I like the way they do things. It's the history, the culture, being friendly with no ulterior motives. For nearly 60 years, I could walk on that campus any time of day and be with friends.”

“Joe has been most generous in his time and his gifts to Bloomsburg University,” says BU President David Soltz, “and he continues to be a tremendous supporter of the College of Business. We are proud to recognize and thank him for his dedication to Bloomsburg University with the Joe Rado Lobby in Sutliff Hall.” ●

Staying On

BLAKE NAMED PROVOST AND SENIOR VP

IRA BLAKE, BU's interim provost for nearly two years, was appointed provost and senior vice president for Academic Affairs earlier this spring.

“We've seen firsthand Dr. Blake's passion for academic excellence,” says BU President David Soltz. “She is a thoughtful leader who considers all viewpoints when making decisions to further our mission and assure high academic quality.”

Since coming to BU in August 2009, Blake has been involved in the restructuring of general education, the further development and implementation of learning outcomes assessment and the strategic planning process, all while establishing strong working relationships across campus, Soltz says.

Previously, Blake served the Pennsylvania State System of Higher Education (PASSHE) as associate vice chancellor of academic and student affairs, assistant vice chancellor of academic and student affairs and executive intern in the chancellor's office. She was assistant to the president for public engagement, interim dean of the College of Education and assistant to the president for enrollment management at Kutztown University and held faculty positions at Susquehanna University, Columbia University and Marymount Manhattan College.

Blake earned a bachelor's degree from George Washington University, master's degree from San Francisco State University and a doctoral degree from Columbia University. ●



Ira Blake

Dollars and Sense

BU MAKES TOP-100 LIST

BLOOMSBURG UNIVERSITY is ranked 88th on *Kiplinger's Personal Finance's 100 Best Values in Public Colleges, 2010-2011*. The ranking is based on academics and affordability, starting with data from more than 500 public four-year colleges and universities. Criteria includes SAT/ACT scores, student/faculty ratio and admission, retention and graduation rates. Also considered are in-state and out-of-state costs and financial aid.

For 2010-2011, *Kiplinger's* top-rated institution is the University of North Carolina at Chapel Hill. ●

The Next Level

NEW MASTER'S PROGRAMS TO BEGIN

TWO NEW GRADUATE programs will begin at Bloomsburg University in fall 2011: Master of Accountancy and Master of Arts in Public Policy and International Affairs.



Richard Baker, chair of BU's accounting department. The curriculum is designed to satisfy the American Institute of Certified Public Accountants 150 credit hour requirement and prepare students to take the certified public accountant (CPA) exam.

The one-year program allows students to begin the coursework in either the spring or fall semester. Students should be able to successfully complete all four parts of the CPA exam by the time they earn their master's degrees, he adds.

The Public Policy and International Affairs program, one-of-a-kind in the Pennsylvania State System of Higher Education, will prepare students to pursue doctoral degrees or careers in global and domestic policy. Possible careers include public policy analysts or expert consultants and professionals working in local, state and federal Government, as well as inter-governmental and non-governmental organizations, says Diana Zoelle, associate professor of political science.

Graduates will be prepared to assess and evaluate policy processes and outcomes and have a working knowledge of research methods, needs assessment and policy evaluation. They will understand cultural diversity and the theories, concepts and models of public policy making.

Contact Baker at rbaker@bloomu.edu or (570) 389-4561 or Zoelle at dzoelle@bloomu.edu or (570) 389-4919. •

Award Winner

MAGAZINE RECEIVES GOLD

Bloomsburg: The University Magazine received a gold award in the 24th annual International Mercury Awards competition. The magazine was selected from more than 760 entries from 21 countries. The Mercury Awards competition was established in 1987 to celebrate excellence in communications. •

Playful Solution

TOY LIBRARY AIDS LEARNING

BU STUDENTS and faculty have a new resource to support and enhance learning – the BU Toy Library. The brainchild of Mary Katherine Duncan, associate professor of psychology, the toy library offers hundreds of toys, games and puzzles designed to teach children with different abilities and styles of learning. Housed in the Warren Student Services Center's SOLVE volunteer office, the library currently is available to the campus community for use in volunteer work, service learning, internships and practicums, teaching and clinical work.



While few toy libraries exist in the United States, Duncan says the concept is not new. The first toy lending library was established in the 1930s during the Great Depression and, since the 1970s, toy lending libraries, known as "lekoteks," have been established in more than 30 countries.

Students and faculty can use the toys with all age groups in projects as diverse as teaching skills to a child with autism, learning to conduct forensic interviews with children who have been abused and helping an elderly stroke victim regain coordination. In addition, students enrolled in Duncan's upper-division psychology courses during fall 2010 helped create a children's health reference library, which includes more than 100 books on physical and psychological conditions that affect children and their loved ones. •

Every gift creates an impact.

A scholarship from the Carver Fund helps Bryce Shaffer, an honors student and men's soccer team starter, balance academics, athletics and public service.

Responsible for funding his own education, Shaffer is an academic, as well as athletic, all-star.

And he still volunteers in the BU Food Recovery Program, which packages dining services leftovers for local shelters.



The Henry Carver Fund, named for Bloomsburg's first president, is dedicated to helping students like Bryce overcome the challenges they face today. Gifts of every size have an immediate impact.

When he laid the bricks for Carver Hall in 1866, Henry Carver created the foundation for today's largest, most modern and most comprehensive public university in northeastern Pennsylvania – Bloomsburg University.

Today's students are building on that foundation of excellence. Help them build their future with a contribution to the Henry Carver Fund.



The Henry Carver Fund
HCF

THE BLOOMSBURG UNIVERSITY
ANNUAL FUND

Learn more about the Henry Carver Fund at
www.bloomu.edu/hcf or call (570) 389-4128.

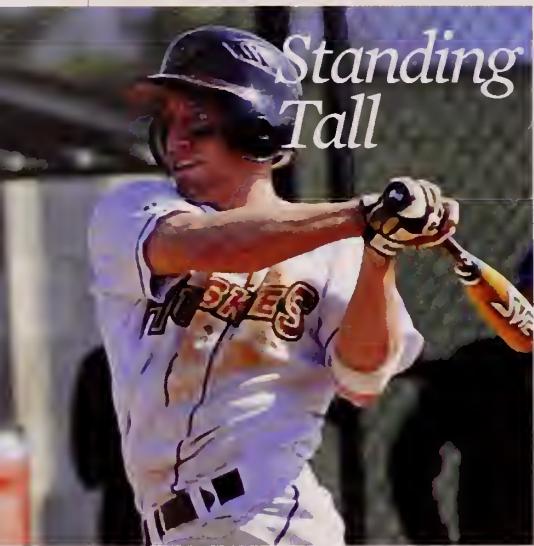
www.bloomu.edu/hcf

ON THE HILL sports

by TOM MCGUIRE

SPORTS INFORMATION DIRECTOR

FOR UP-TO-DATE SCORES AND
COVERAGE, GO ONLINE
BUHUSKIES.COM



THE STORY IS one that could have been pulled from a medical drama on TV. A star athlete gets injured but, with the help of a donated tendon, is able to keep playing his favorite sport.

For Bloomsburg University baseball player Joey Ianiero, the story is all too true. While playing baseball for Rutgers University before transferring to Bloomsburg, Ianiero ruptured his ACL/MCL and meniscus. Ianiero's doctor suggested the most efficient way to repair the damage was surgery to transplant a donor tendon.

"I wasn't nervous about receiving a donated tendon," says Ianiero. "I told my doctor — Dr. Gregory Fanelli at Geisinger Medical Center — whatever he thought was best was what I wanted. He assured me this was the safest and best way to go."

The tissue came from the Transplant Services Center at the University of Texas (UT) Southwestern Medical

Center, donated by the family of Thomas Pettit, who died in December 2007 when he fell backward onto a log while clearing brush.

After his successful surgery, Ianiero returned to the baseball field for his first season with the Huskies. He led the team in several offensive categories and that could have been the end of the story. However, last November, at an annual event at the UT Southwestern Medical Center, Ianiero was able to do something many transplant recipients only dream of: say "thank you" directly to the donor family.

"My mom had sent a thank you note to the family, although she didn't know which family donated the tissue since she was just given a case number," says the senior second baseman. "Later on Brandon, Thomas Pettit's son, connected with me through Facebook, we started

communicating with each other and have since become good friends.

"In the fall of 2010, the medical center contacted me and wanted to know if I could attend this dinner where the families are honored and say thank you in person. After Bloomsburg cleared things with the NCAA (National Collegiate Athletic Association), I flew down to Dallas with my mother the week before Thanksgiving for the dinner."

He surprised the Pettit family, who did not know he was going to attend the celebration. "I told them thanks for everything," says Ianiero. "The tissue donation did not save my life, but it got me back to doing everything I wanted to do. Their generosity means a lot to me."

"My recovery has been great," he adds. "I had an MRI a few months ago and the doctors said it was one of the best recoveries ever." •

FALL ALL-AMERICANS



BU RECENTLY honored its five All-Americans from the fall sports season. They are Katie Walczuk, junior elementary education major from Long Valley, N.J., women's soccer; Amanda Riley, junior special education/elementary education major from Tannersville, Julia Rush, senior health sciences major from Quakertown, and Betsy Renn, junior accounting major from Herndon, all field hockey; and Franklyn Quiteh, sophomore undeclared from Tobyhanna, football. •

NEW! SUMMER SPORTS CAMPS

Bloomsburg University will offer summer sports camps in lacrosse and cross country/track for the first time this year. Also planned are camps for football, wrestling, basketball, field hockey, baseball, tennis and swimming. More information is available at www.BUcamps.com.

Payne Named President

MEN'S SOCCER coach Paul Payne was installed as the 63rd president of the National Soccer Coaches Association of America (NSCAA) at its annual meeting in Baltimore. He will serve as president through the 2012 NSCAA convention in Kansas City.

A former Pennsylvania State Athletic Conference Eastern Division Coach of the Year, Payne is in his 12th season with the Huskies and is Bloomsburg's all-time leader in career wins. Before taking over as the NSCAA president, Payne served as the organization's vice president of education. He is a member of the Division II Men's Soccer Committee, chair of the northeast region and part of the eight-member national committee overseeing D-II Men's Soccer and the national championship. Payne also has published coaching articles and tips in soccer journals and Web-based newsletters. ●

Hall of Fame Nominations

NOMINATIONS ARE accepted at any time for the Bloomsburg University Athletic Hall of Fame. To nominate a hall of fame candidate, complete the form found at www.BUhuskies.com under "Traditions." To be eligible, the nominee must be a college graduate who earned a degree at least 10 years ago. The hall of fame committee meets annually to select members for the next class. ●



Winning Ways

BLOOMSBURG UNIVERSITY coaches John Stutzman and Bill Cleary and student athletes Kelsey Gallagher, Dontae Jordan and Sean Boylan recently were recognized for their winning ways.



Stutzman was named the Eastern Wrestling League (EWL) Coach of the Year after leading a lineup filled with freshmen and sophomores to a 14-6 record, including wins over wrestling powers Northern Iowa and Penn. Bloomsburg finished second at the Pennsylvania State Athletic Conference (PSAC) championships and third at the EWL championships and sent two wrestlers to the National Collegiate Athletic Association (NCAA) Division I national championships.

Cleary, women's basketball coach, was selected as the PSAC Eastern Division Coach of the Year. In his third season, Cleary posted a record of 22-6, which included a 12-game winning streak, the third longest in school history. With a mark of 13-1, the Huskies earned the PSAC East title for the first time since the 2001-02 season. The team also earned their first NCAA regional ranking and won their first PSAC playoff game since the 2001-02 season.

A member of Cleary's team, Gallagher was named the PSAC Eastern Division Athlete of the Year in women's basketball. A junior sociology major from East Stroudsburg, Gallagher finished second on the team in scoring and was tied for sixth in the conference with 16.6 points per game. She scored a career-high 36 points in a showdown with nationally ranked Millersville and had seven other games with 20 or more points. With 1,294 career points, Gallagher is seventh on the school's all-time scoring list. Conference-wide, she finished first in free throw percentage with 88.3 percent.

Jordan, of Williamsport, was named the PSAC East Freshman of the Year in men's basketball. The first freshman to lead Bloomsburg's team in scoring since the 1979-80 season, Jordan was 11th in the PSAC with 15.8 points per game.

He scored 20 or more points 11 times, including a career-high 28 points in a game against Millersville. He also was fourth in the PSAC in rebounding with 9.1 per game. Jordan was named the PSAC East Freshman of the Week seven times, including five of the last six weeks of the season.

Another first-year student, Boylan of Seaville, N.J., was chosen as the PSAC Freshman of the Year in wrestling. Boylan posted a record of 20-13 at the 125-pound weight class. He finished second at the PSAC championships and third at the Eastern Wrestling League championships. He was 13-7 overall in dual completion and ended the season winning five of his final six bouts. ●



A River Runs Thru



Emily Barkanic measures the amount of light reaching the surface of Fishing Creek.

Dough it

The quality of Pennsylvania's water is important for the health of the commonwealth's 12 million residents, including 3 million who rely on private wells for their drinking water. BU's multi-disciplinary Environmental Analysis Group has taken to the waterways to monitor ongoing cleanup efforts.

by JACK SHERZER

WHEN ANTHRACITE COAL was king and provided the energy that drove American industry and heated its homes and buildings, Pennsylvania played a key role in keeping the country running.

From the late 1700s through the 1950s, miners toiled in shafts sunk deep below the forests of Lackawanna, Luzerne, Columbia, Carbon, Schuylkill and Northumberland counties as the commonwealth led the nation in coal production. Water seeping into the tunnels was a constant problem, and miners dug drainage shafts that emptied into nearby streams and creeks. Over time the dissolved metals carried in the water turned once-healthy streams orange and killed off fish and plant life, leaving dead zones in its wake as the runoff worked its way to the Susquehanna River.

Beginning in the late 1970s, federal regulations forced mine operators to minimize the environmental impact of their operations, but it wasn't until the 1990s that efforts were taken to clean the water responsible for the so-called "acid mine drainage" flowing from the honeycomb of abandoned mines. Over the past 20 years, millions in state and federal dollars have gone toward treatment facilities, which usually divert streams through specially designed channels lined

with limestone to capture the metals in ponds and lower the water's acidity. But while money was available to install the facilities, finding the funds to maintain and monitor the systems hasn't been easy, and a lot of the responsibility has fallen to local conservation groups and volunteers.

Enter Bloomsburg University science professors and their students.

For the past few years a multi-disciplinary group of biology, chemistry, geology and engineering professors and their students — known as the Bloomsburg University Environmental Analysis Group — have taken to Pennsylvania's waterways to assist ongoing cleanup efforts.

The group's studies have taken on an even greater significance with the advent of deep drilling for natural gas in the area along the Marcellus Shale. Water quality is again a cause for concern, since drillers pump thousands of gallons at high pressure deep into the ground to force the gas from the rocks, or shale. Though drillers are subject to strict environmental controls and have built treatment facilities, the Bloomsburg group is providing invaluable information about current water quality that can be used as a reference point to ensure continued gas extraction doesn't begin to harm the area's natural resources.



Regional Source

"We were really doing our own things," says Steven Rier, associate professor of biology and one of the group's founders. "The idea was to come up with a group that could be involved in a lot of projects in the region and be a resource for everyone, from businesses to nonprofits to government entities. Students also get hands-on experience that is going to help them in their career."

The group's formation was encouraged by Robert Marande, dean of the College of Science and Technology. Marande recognized the value of bringing together scientists from multiple disciplines to work on real issues, Rier says. Also involved in the group are Christopher Hallen, professor of chemistry; David Simpson, associate professor of physics and engineering technology; and Cynthia Venn, associate professor of geography and geosciences.

Eventually, Rier says, the goal is for the group to have its own facility on campus with dedicated labs for research. Helping underwrite the cost, the group hopes to attract additional funding from sources ranging from governmental agencies and nonprofits to businesses interested in studying various environmental issues and problems in the region.

For Wayne Lehman, county natural resource specialist for the Schuylkill County Conservation District, the relationship with Bloomsburg is a tremendous benefit. The students and professors help the district monitor some of the 25 acid mine drainage treatment systems. Finding out how existing systems are working is vital, especially since the county is planning to build more.

"Their monitoring helps you understand what is happening between the limestone drain and the pond; before, you'd have a kind of black box, with water going in and coming out, but you wouldn't know why it was improving," Lehman says.

Professional Experience

Venn, who works with Lehman, recalls how monitoring by her students uncovered a problem with maintenance at one of the treatment facilities near Hazleton in Luzerne County. It turned out workers weren't properly flushing the limestone, allowing it to get coated with aluminum and lose effectiveness, she says.

Hands-on work completed by students in her geochemistry course provides information for area

environmental groups while giving students valuable experiences that go beyond classroom lectures, Venn says. Students working with Venn and the other professors also learn to prepare detailed written reports of their results that they present to faculty committees and at professional conferences.

"Our students have gone on to environmental consulting companies; others work at the state Department of Environmental Protection. Many go to grad school," Venn says. "If you can do geochemistry and environmental monitoring, there are jobs out there right now."

Laura Kaldon, a 21-year-old chemistry major from West Chester and May 2011 graduate, spent 12 weeks last summer collecting and testing water samples on the north branch of the Susquehanna River. Working alongside students in other disciplines, such as biology, enabled her to put together the skills she learned in the classroom while seeing how students from another discipline worked.

If you can do geochemistry and environmental monitoring, there are jobs out there right now.

—Cynthia Venn, associate professor, geography and geosciences



Clockwise from upper left: Recent graduate Kevin Nawrocki tests a water sample from Roaring Creek. Junior Keith Kinek learns to measure water flow at an artificial stream on BU's upper campus. Recent graduate Kim Ochal collects a Susquehanna River water sample to test. Students in a freshwater biology class inspect sediment from Crystal Lake.

ON THE WATERFRONT LINES

To H.W. "Skip" Wieder, it seemed obvious. Geisinger Health System, where he was a senior vice president of development, was heavily involved in research, including public health issues. At the same time, a number of other institutions in the area were studying issues pertaining to water quality, specifically the quality of the Susquehanna River and the streams and creeks that feed into it.

"At Geisinger we established a Center for Health Research. We were interested in environmental issues that impacted human health and, of course, the Susquehanna River is a prominent part of our region," Wieder says. "We had these colleges and universities working individually on projects in the watershed, but they weren't talking to each other. We thought this was a real opportunity to bring everyone together."

And so was born the Susquehanna River Heartland Coalition for Environmental Studies in 2004. Since it formed, faculty and students from Bloomsburg, Bucknell, Lock Haven and Susquehanna universities, as well as King's and Lycoming colleges, have joined forces to study environmental concerns related to the Susquehanna River Watershed. Geisinger, the Chesapeake Bay Foundation, Trout Unlimited and the Foundation for Pennsylvania Watersheds have signed on as research partners.

In addition to studying ways to mitigate acid mine drainage from the region's long-abandoned anthracite coal mines, the coalition recently turned its attention to the burgeoning natural gas drilling operations along the Marcellus Shale, says Wieder, one of the organization's founders. Thousands of gallons of water are pumped deep into the earth as part of the fracking process that forces the gas from the rock. Studying how that water is treated and what affect the drilling may have on the environment is a job tailor-made for the group.

"At a time when state budgets are being cut back, colleges and universities, faculty and students, can help compensate for a lot of work the agencies are not now able to do themselves," Wieder says. "I think moving forward, especially with the state budget crisis, groups like this will become even more important."

Every summer 30 to 40 students from the universities do research on behalf of the coalition, he says. And while the lab work is completed at the individual schools, in the near future the coalition hopes to boast its own facility, which will serve as both a research center and public education center.

The coalition is taking over an abandoned marina at Shikellamy State Park in Union and Northumberland counties, located at the confluence of the west and north branches of the Susquehanna River. Former Gov. Ed Rendell set aside \$4 million to renovate the site, which will be called The Environmental Research and Education Center at Shikellamy Marina, Wieder said.

If all goes as planned, construction bids are expected to go out this year with the center expected to open by mid-2012. ●

FOR MORE INFORMATION:

- Susquehanna River Heartland Coalition for Environmental Studies: www.srhces.org
- Shikellamy State Park:
www.dcnr.state.pa.us/stateparks/parks/shikellamy.aspx

Specifically, Kaldon tested for heavy metals that could be a telltale sign of problems from natural gas drilling. She didn't find any metals, she says, but she did establish a baseline, wrote a 20-page report, created a poster and presented her findings to Bloomsburg faculty and at a symposium on the Susquehanna River held at Bucknell University.

"I think the experience is definitely important. It helps boost your self-confidence so that you don't keep second-guessing yourself," she says. It was also the first time she gave a public presentation of her findings. "Getting the questions from everyone reassured me, because I was able to explain it to other people."

High Demand

Dave Allard, director of the Department of Environmental Protection's (DEP) Bureau of Radiation Protection, looks to Bloomsburg to provide some of his department's interns — and potential future hires. He speaks frequently to Bloomsburg classes and serves as an adviser.

He says one of the potential dangers of fracking — the use of water to help extract the natural gas — is that natural radioactive elements deep in the earth will be brought to the surface with the frack water. He's familiar with the work of students, such as Kaldon, who monitor water samples near Marcellus Shale drilling to learn if there's an increase in radiation and establish baseline information. The experience, he says, is invaluable for their careers.

"I've got one student in the southeast regional office and I'm looking to get more," Allard says. "Bloomsburg is a high-quality program and we're real excited about the students who come out — they get nabbed by utilities and government laboratories. A lot of them are recruited before they're even out of school."

Allard works closely with David Simpson, from BU's physics and engineering technology department. This spring Simpson and two students took sophisticated radiation readings in Fishing Creek, close to where it joins the Susquehanna.

One of those students is junior Michael L. Tomashefski, 21, who is enrolled in Bloomsburg's Engineering Science 3+2 program. In the 3+2 program, students study science, mathematics, pre-engineering and liberal arts subjects for three years at BU, followed by two years studying engineering at Penn State University.

At this point the Catawissa native isn't sure what path his career will take, but he's positive this semester's hands-on experience will be helpful no matter what direction he chooses. "It's definitely something I'll be putting on resumes and talking about in interviews," he says. ●

Jack Sherzer is a professional writer and Pennsylvania native. He currently lives in Harrisburg.





by HAILI SHETLER '11

One, Two, Tree

Sure, they're beautiful. But, a student census shows the Town of Bloomsburg's street trees also provide financial benefits worth more than \$142,000.

AFTER JOSH PROSCENO '11 gave a presentation to the Bloomsburg Town Council about the values of street trees, two local residents voiced concerns. "There were two guys on the schedule after me," Prosceno says of the September 2010 meeting. "They were complaining about how their views of the Susquehanna River were blocked by newly planted trees in the Town Park. The council didn't even vote on the issue."

Rather than dwell on perceptions, Prosceno's presentation offered firm data on the benefits of the Town of Bloomsburg's street trees, the result of a census he led throughout summer 2010 at the request of Cristina Mathews, associate professor of English and chair of the Bloomsburg Shade Tree Commission (STC). Mathews and Jeffrey Brunskill, assistant professor of geography and geosciences, helped guide Prosceno, a senior environmental planning major from Bloomsburg, and the other 15 students.

Any tree located in a planting strip no more than 10 feet from the road is considered a “street tree.” The census inventoried the characteristics of the town’s urban forest, which included the distribution and age of various tree species, the health of the street trees and costs associated with efforts to maintain and improve the current tree population.

Knowing the variety of trees the town does and does not have helps the STC’s planning, Mathews explains. It also assists with tree selection, determining the age of Bloomsburg’s urban forest, detecting the parts of town needing the most attention and identifying trees that need to be removed.

According to Brunskill, the street tree inventory “really fit in nicely” with the department of geography and geosciences’ environmental planning concentration. The project provided a good example of a problem scenario the students may encounter in internships and future employment, he adds.

The inventory began in early May 2010 and data collection was finished three months later. Working 40 hours per week to finish the census, Prosceno created a dictionary of all applicable terms and created maps of the town. On Fridays, Prosceno, Brunskill and student volunteers would “blitz” a part of town to identify trees. Information collected included the species, diameter at breast height, general condition, characteristics of tree site and suggestions for maintaining or improving tree health. Overall, the students completed more than 700 hours of volunteer work.

To successfully log all the data, Prosceno used i-Tree, a free software program provided by the United States Department of Agriculture and used by major cities, such as New York, Washington, D.C., and Pittsburgh to manage their urban forests. The software ArcGIS 9.3, a common Geographic Information System (GIS) program provided by Environmental Systems Research Institute, was used to map and study the distribution of the trees’ locations collected with the global positioning system (GPS) units.

“Some people just hate trees,” admits Brock Saylor of Gilbertsville, a junior environmental planning major and tree census volunteer. “My main drive for the census was to show how street trees are beneficial to the town. The project showed we care about the community.”

So what did the census reveal about Bloomsburg’s street trees? Results show the overall population of street trees is much older than the United States Forest Service’s standards. Of 1,312 identified street trees, approximately 464 were planted in unfavorable sites next to power lines or buildings or in areas too small for the full-sized tree.

Three percent were classified as dead or dying. All of these factors contribute to higher maintenance costs and fluctuations in functional benefits.

However, the census also showed the town’s street trees provide total financial benefits to the community of more than \$142,469, including \$29,398 in increased property values. Using i-Tree, the students calculated an estimated \$78,158 in energy savings, based on the trees’ role in providing shade and reducing energy usage in the summer, heat loss in the winter and the effects of high winds. The group also found air quality savings of approximately \$14,320, flooding and erosion savings of about \$18,399 and carbon dioxide storage savings of an estimated \$2,194.

“We really wanted community support for environmental issues and street trees. I think the community would take better care of them if they knew what the trees are about,” explains Prosceno.

Although the count was conducted during summer 2010, the groundwork began in fall

2009 as a class project in a senior-level GIS course. Students developed an inventory infrastructure, tested equipment and created a preliminary street tree inventory. This data helped secure a \$3,500 grant through Pennsylvania Community Forests, a non-profit urban forestry organization. An additional grant for \$1,500 was given to the students by Bloomsburg University’s Office of Research and Sponsored Programs.

Vincent Cotrone, an urban forester with the Penn State Cooperative Extension Service, trained the students prior to the data collection. Handheld GPS were used to collect data, which was then mapped and analyzed with GIS software.

The completed inventory of street trees provides specific data the Shade Tree Commission needs when applying for grants, Mathews says. Prior to the students’ involvement, the STC tried to organize its own census, she adds, but the lack of manpower and technology derailed the project before it began.

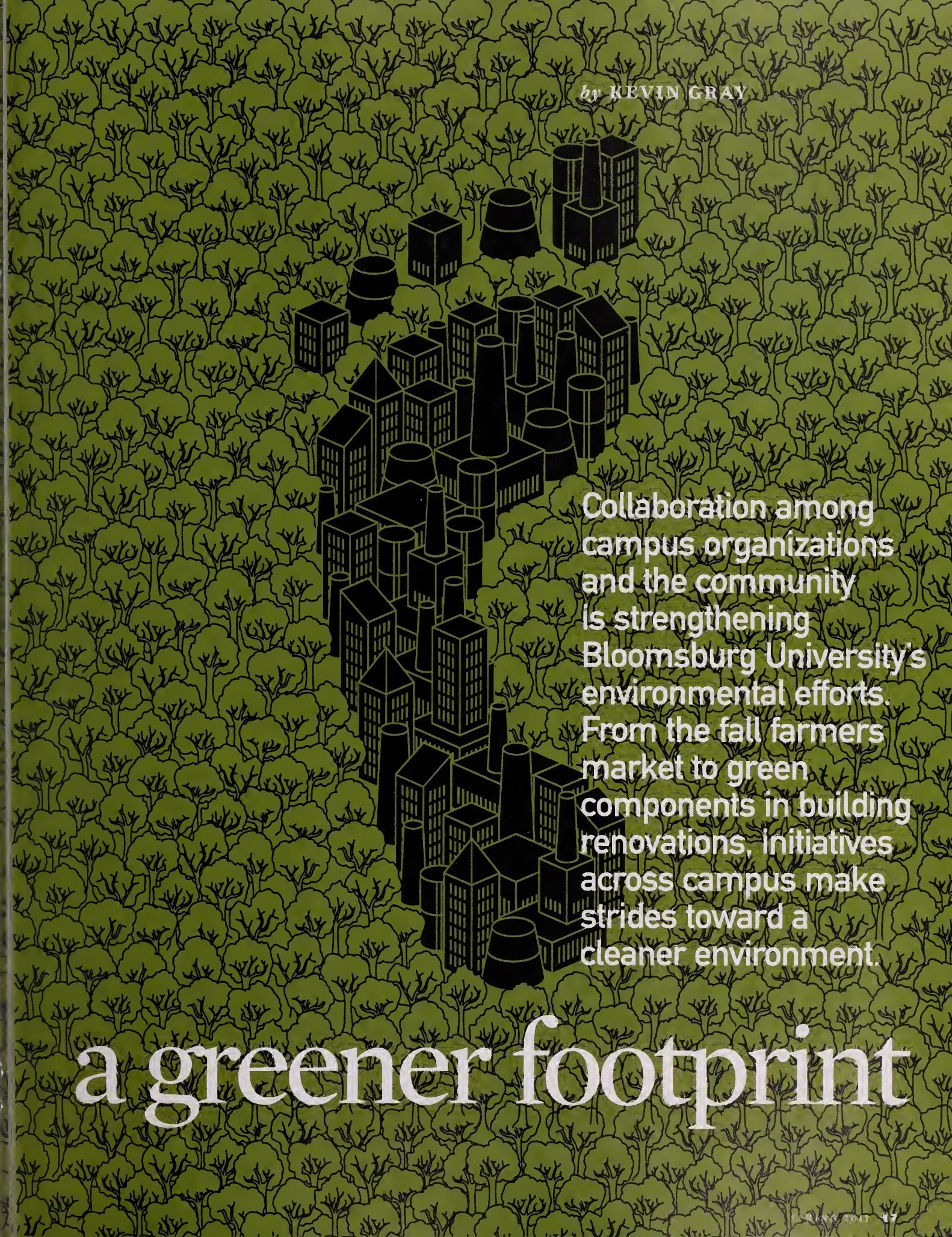
“The quality of what the students did is far above what we could have gotten without their help,” says Mathews. “They were using software, programs and units the town could not have afforded. The quality of the work was clear, and showed that students are sharp, interested people able to learn from relevant experts and put knowledge together with hard work.” •

Haili Shetler ’11, Bloomsburg, recently earned a bachelor’s degree in mass communications/public relations. She worked as a communications assistant in BU’s marketing and communications office while studying toward her degree.



“My main drive for the census was to show how street trees are beneficial to the town. The project showed we care about the community.”

—Brock Saylor ’12



by KEVIN GRAY

Collaboration among campus organizations and the community is strengthening Bloomsburg University's environmental efforts. From the fall farmers market to green components in building renovations, initiatives across campus make strides toward a cleaner environment.

a greener footprint

Bloomsburg University's official school colors, of course, are maroon and gold. But if current movement on campus is any indication, the administration might also have to add another color: GREEN.

Efforts of student groups, faculty/staff/administration committees and key individuals have bolstered Bloomsburg's focus on environmental initiatives in recent years, says John Hintz, associate professor of geography and geosciences. Hintz arrived on campus in 2005 to find the annual Earth Day observance and attempts to raise recycling awareness and compliance, but few other explicitly green initiatives.

"But there were substantial things going on behind the scenes," Hintz recalls, "such as Professor Ned Greene's work toward converting one of the heating boilers from coal to biomass, incorporating green components into each of the major building renovations on campus and the transformation of our campus center from a parking lot to a green open space."

Hintz says Bloomsburg's more recent efforts have moved into the mainstream and involve more campus constituencies and the community. The Green Campus Initiative (GCI), which Hintz co-chairs with geography and geosciences colleague Jeff Brunskill, serves as a "meeting place," helping to organize and facilitate activities, such as:

- Two Climate Change Teach-ins, which each drew hundreds of student participants.
- "Re-energize BU," a day of talks and panels about clean energy alternatives that drew nearly 600 students in February.
- Tours of the Bloomsburg Recycling Center, local organic farms, the campus steam plant and a "green" building at Geisinger Medical Center in Danville.

In a collaboration among campus organizations and the community, GCI and BU's SOLVE volunteer office hosted last fall's inaugural campus farmers market, set up each Friday behind the Warren Student Services Center. The market featured meats, breads, fruits and vegetables from local farms, with a portion of the proceeds benefitting the student environmental organization, Help Our Planet Earth (H.O.P.E.). Plans are under way to bring an expanded farmers market to campus this fall.

"The market was a place that students would notice as they were going by, and we could use it as an edu-

tional opportunity to talk about sources of food and the benefits of buying locally," Brunskill says. "In addition, some faculty brought their students to talk with the farmers about food production."

Beyond GCI, student organizations such as H.O.P.E. and the Social Justice and Sustainability Living and Learning Community are promoting environmental practices and campus sustainability.

Jaron Nielsen '11, president of H.O.P.E., says one of the organization's goals is to alert first-year students to the positive environmental effect they can have during their time at Bloomsburg. "For the past two years, H.O.P.E. has spoken to all freshmen during orientation," he says. "We discuss the impact that each of us has on the environment and the ways students can reduce their footprints while living on campus."

The delivery of this message is particularly effective because it comes from other students. "The students

will listen to their fellow students far better than they will listen to the faculty or administration," says Claire Lawrence, associate professor of English, H.O.P.E. adviser and former chair of Green Campus Initiative.

"This spring, we've had the BU Beyond Coal organization on campus and an organizer from the Sierra Student Coalition. They've worked with H.O.P.E. and they've had tremendous response because H.O.P.E. is a student movement."

Meanwhile, the goal of the Social Justice Living and Learning Community is to create discussion and action around social and environmental issues. The community accepts 30 freshmen each year who enroll together in the Environmental Issues and Choices class and a composition course that explores elements of sustainability. Community members also go on trips and hear speakers who address these issues.

"We want to increase retention and improve the education of the students," says Julie Vandivere, associate professor of English and director of the LLC. "We find that those two goals build on one another; a more engaged, excited group of freshmen makes them more committed to the university and to their own education." Strides also have been made in the campus recycling

"We could use the farmers market as an educational opportunity to talk about sources of food and the benefits of buying locally."

— Jeff Brunskill, assistant professor, geography and geosciences



A weekly farmers market first held last September and October, left, returns to campus in the fall. Members of H.O.P.E. (Help Our Planet Earth) plant trees and shrubbery in nearby Fernville.

white office paper. “Today, we have 16 targeted materials that we recycle,” he says, noting the amount of items recycled increased by 54 percent from 2008 to 2009 and by 22 percent from 2009 to 2010.

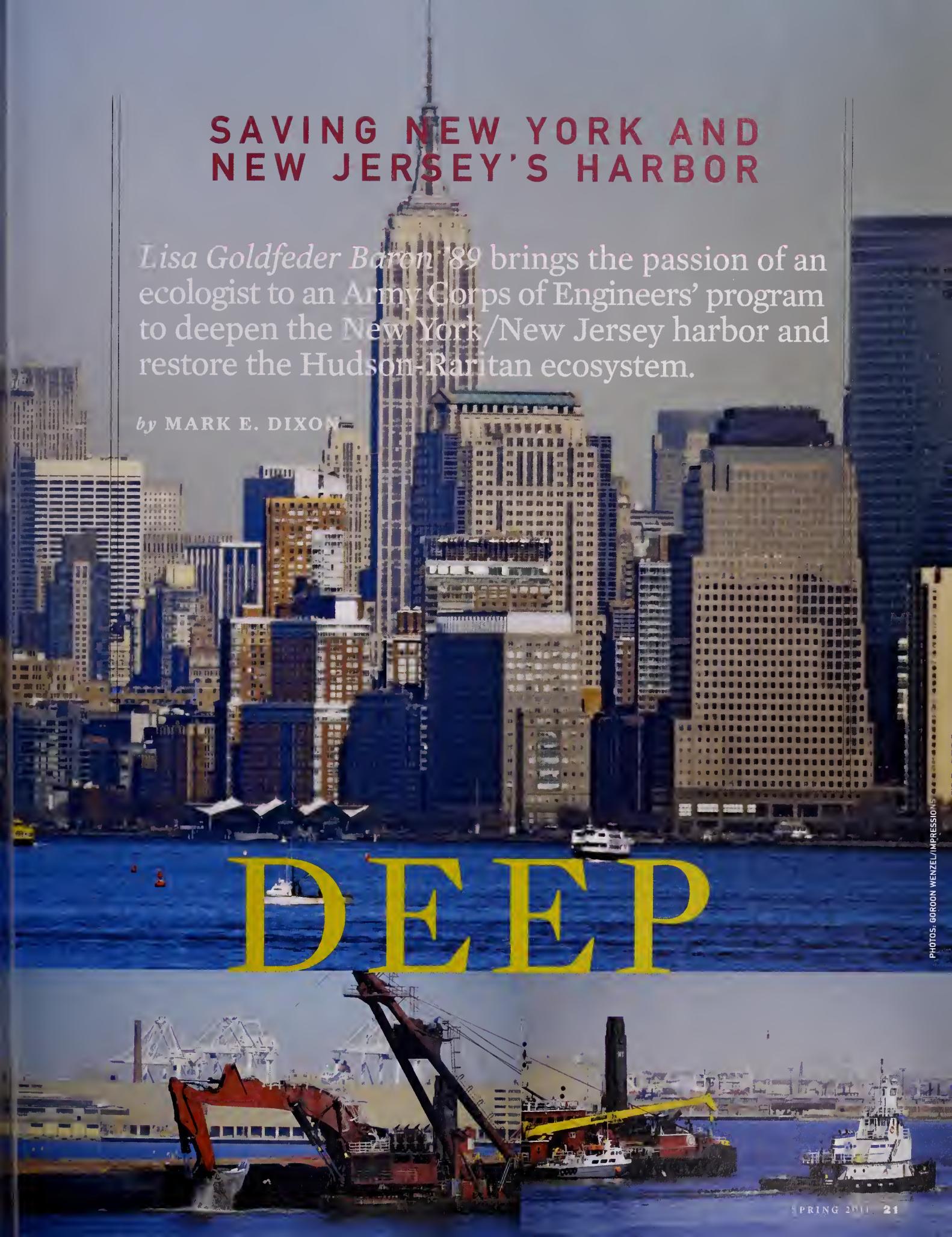
Mark Tapsak, assistant professor of chemistry who helped Greene start the BU Biofuels Initiative, says there are different ways to quantify the progress Bloomsburg has made. “Some of these green initiatives can actually save the campus money,” he explains. “That is the most straightforward reward. The less tangible benefits are harder to quantify, but no less important. There are teaching, awareness and civic aspects to any of these projects that go beyond the boundaries of money.” •

Kevin Gray is a freelance writer based in the Lehigh Valley.

DIGGING



SAVING NEW YORK AND NEW JERSEY'S HARBOR



Lisa Goldfeder Baron '89 brings the passion of an ecologist to an Army Corps of Engineers' program to deepen the New York/New Jersey harbor and restore the Hudson-Raritan ecosystem.

by MARK E. DIXON

DEEP

BIG

PUBLIC WORKS projects often align business interests on the “yes!” side and environmentalists on the polar opposite. But in what is currently one of the nation’s largest projects, an environmental scientist — Lisa Goldfeder Baron ’89 — happens to be in charge.

As supervisor and chief of harbor programs of the New York District of the U.S. Army Corps of Engineers, Baron oversees the \$1.6 billion dredging of the harbor of New York and New Jersey. But the harbor program includes more than dredging. The program has also been balanced with numerous ecosystem restoration initiatives.

“Basically, we’re evaluating solutions for the entire 25-mile radius around the Statue of Liberty,” says Baron, who majored in biology and marine biology. “It’s a highly urbanized estuary and, of course, the

ry, when steam power and iron-hull construction allowed ship sizes to grow beyond the harbor’s natural depth of less than 20 feet. That’s what Henry Hudson encountered in 1609 when he arrived in a ship, the *Half Moon*, which drew only 8.5 feet. And it was enough to allow Hudson to sail up his namesake river as far as present-day Albany.

Today’s shipping channels are about 40 to 45 feet deep. Baron’s program will bring them to 50 feet by the end of 2013.

Commercial ships, she says, are getting bigger. In the past, shippers limited themselves to “Panamax” vessels, which were the maximum size that could fit through the Panama Canal. More recently, the cost-efficiency of larger vessels has proven so tempting that shippers are using larger vessels than the Panama Canal can accommodate. Instead, they head west through the larger Suez Canal or land cargo on the West Coast and transport east via railroad. The expansion of the Panama Canal, to be completed in 2014, will accommodate far larger

area’s 21 million residents would have to be trucked in, adding congestion to our roadways and pollution to our air.”

DEALING WITH SEDIMENT

The biggest challenge to dredging the harbor has been where to put the sediment after it is removed. Historically, mud removed from the bottom of the harbor was placed at a site off the coast of Sandy Hook, N.J. That practice ended in the late 1990s when the sediments were found to be highly contaminated and the mud dump site was closed. Instead, contaminated sediments were processed and placed at various locations on land. Often they were used to cap old landfills and restore brownfield sites.

How bad is the contamination? Although the harbor is part of an urban industrialized environment, the most famous of the contaminated sites is a New Jersey factory that produced the defoliant Agent Orange during the Vietnam War. The manufacturer spilled toxic dioxins directly into the Lower



shipping channels are very important. But we’re also looking at opportunities to restore the shorelines and aquatic habitat throughout the estuary.”

The harbor covers about 430 square miles. However, dredging is focused primarily on deepening the shipping channels that run from the mouth of the harbor up the Hudson, to Brooklyn and past Staten Island into New Jersey.

Harbor dredging has been done since ancient times. In fact, the Sumerians and Egyptians left references to the dredging of their canals about 4000 B.C. In the case of New York, it dates to the mid-19th centu-

ships and allow more cost-efficient cargo movement between East Asia and the East Coast.

New York, the largest port on the East Coast and third largest in the United States, gets a significant share of container traffic. But if it is ever unable to accommodate the large ships that want to call on the East Coast, this could change. Other East Coast ports are deeper and failure to deepen New York’s shipping channels, says Baron, could cost the region thousands of jobs, and more.

“Ships are the cheapest way to bring in cargo. If the ships went elsewhere, everything that is used by New York, New Jersey and the

Passaic River, where they remain. The contamination also has spread throughout much of the harbor.

“There are not a large number of options to clean up the river,” says Baron. “The contamination is bound to the sediment, so dredging and capping are really the main choices for remediation.”

Cleanup of the sediments on the Lower Passaic River and throughout the harbor is a major goal in the Corps’ Comprehensive Restoration Plan. The plan also calls for restoring lost and degraded wetlands, fisheries, eelgrass beds, waterbird habitat and oyster reefs.

“A century ago, locally harvested

oysters were a staple in residents' diets," notes Baron. "But through overharvesting, poor water quality and pollution, all of the oyster reefs have disappeared. We are working with many organizations to bring back the oysters in the harbor. In fact, we helped construct five new pilot oyster reefs last fall."

"The first step in an environmental cleanup is the investigation. You collect environmental samples and conduct biological surveys to determine whether the receptors are being impacted."

— Lisa Goldfeder Baron '89

A CLEAR DIRECTION

It seems only someone with an environmental sensibility could lead the many facets of this program.

"Before Bloomsburg and Wallops Island, I didn't know what I wanted to do," says Baron, whose dislike of needles turned her away from a medical career. "But they really helped shape where I am."

Baron says her career direction became clear when she took marine biology. That led to marine

scholarship to Indiana University of Pennsylvania, where she worked as a teaching assistant and later earned her master's degree.

Baron started her professional career as a biologist at the Oak Ridge National Laboratory in Tennessee. The facility monitors hundreds of acres of contaminated



Superfund sites and it was there that Baron learned ecological risk assessment — basically, how to evaluate the damage that human activities do to plants and animals.

"The first step in an environmental cleanup is the investigation," says Baron. "You collect environmental samples and conduct biological surveys to determine whether the receptors are being impacted. If there are impacts, then a decision has to be made about

Next, Baron went to the New Jersey Department of Transportation's Division of Maritime Resources. There, she advocated for the beneficial uses of dredged material and helped form the coalition of agencies that is still working to clean up and restore the Lower Passaic River.

"It's one of the most contaminated rivers in the United States," says Baron, "with hundreds of polluters and a toxic soup that is one of the primary sources of contamination within the harbor."

Among the partners in the Passaic study was the Army Corps of Engineers. The Corps hired Baron in 2007 to manage several large-scale projects, including the Hudson-Raritan Estuary Ecosystem Restoration Study. The study is designed to create a healthier environment for fish and wildlife and provide cleaner waters, healthier fisheries, increased flood protection and recreational opportunities.

She moved to Lopatcong Township, N.J., last August with her family — husband, Robert,



ecology, oceanography and, eventually, to summers studying marine science at Wallops Island, Va., in a program sponsored by Bloomsburg and a consortium of other schools. Two decades later, she recalls the influence of biology professor, Thomas Klinger, who also taught at Wallops Island.

"We had morning classes," she recalls, "then we were in the field all afternoon and in the lab all night. It was wonderful." Through the program, she got an internship teaching marine biology to high school students during her senior year. After graduation, her Wallops Island experience also led to a full

whether they are significant enough to clean up the site."

Or not. Industry employs scientists with the same skills to argue its actions have had no environmental impact or the impact is not significant. Baron knows this because, after several years at Oak Ridge, she joined a New Jersey engineering firm which did exactly that. She found herself working on behalf of major polluters, including the firm responsible for the Agent Orange in the Lower Passaic and the harbor.

"Many said I worked for the 'dark side,'" she recalls. "I really didn't enjoy trying to minimize the polluter's liability."

who works for candy maker Mars Chocolate North America, and children, Jacob, 13, and Olivia, 9 — and was promoted to her current position in December 2010.

"I don't get out in the field as much as I did in the past," says Baron. "Now, I spend most of my time in meetings with the Corps' partners and all the different environmental constituencies. Our main goal is to work with hundreds of our stakeholders to ensure we achieve our vision of a world-class harbor estuary." •

Mark E. Dixon is a freelance writer in Wayne, Pa.

Bloomsburg University of Pennsylvania

husky notes

A Perfect Recipe

It's no secret that the restaurant business isn't easy, but for Jay Graham '06 "once you're in it, you're in it for life."

Graham started out washing dishes as a kid, then tending bar through college at the former Mulberry's in Danville. Now 26, Graham is running his own restaurant, Jay's Crabshack, in Ocean City, N.J. He admits it wasn't an easy success.

"The restaurant can get all of the good reviews in the world," he says. "But it's been a long, hard road. I made every mistake you could."

Graham moved to Ocean City with a business management degree. He got a job on the beach patrol during the day and, at night, he worked at Ike's Crabcakes. When the restaurant closed, Graham accepted the offer to take it over and Jay's Crabshack was born.

Now Graham spends every day at the restaurant making his acclaimed crab cakes from a combination of two recipes – his mom's and a buddy's. "We tinkered with it for a long time until eventually we tasted the one that was perfect. That's what we decided to go with."

At first, Graham planned to run the restaurant in the summer and return to Bloomsburg in the off-season to tend bar. Instead, staying in Ocean City year-round, he deals with the town's two distinct personalities: "the best place on earth" during resort season and "a ghost town" the rest of the year.

Graham is confident that he made the right decisions. "It's a place I love," he says. "I look at what I have here and I think that maybe I'm the luckiest guy in the world."

1960

Carl Stanitski and his wife, Deborah, were named honorary members of the Polish Orthopaedic and Traumatologic Society in recognition of their work over the past 15 years with their Polish colleagues in the U.S. and throughout Poland. They are professors emeriti at the Medical University of South Carolina.

1963

Ruth Ann Shelhamer Price, a retired educator, was inducted into the Hamburg Athletic Hall of Fame for her achievements in athletics and coaching.

1969

Gail Bower Landers, an early childhood educator at



Pennsylvania College of Technology, was part of a national delegation of 50 teachers who met with early childhood educators in South Africa.

1970

Kerry C. Hoffman, Reading, retired after 40 years with the Antietam School District, including 20 years as a sixth-grade teacher and 20 years as an elementary school principal.

1972

Richard Fetterman retired from the Commonwealth of Pennsylvania in 2010. He retired from the military in 2004 after serving with the U.S. Air Force, the Massachusetts Air National Guard and the Pennsylvania Air National Guard at Fort Indiantown Gap, where he was military commander of the 211 Engineering Installation Squadron from 1997 to 2003.

1973

James Wehr, Montoursville, is a senior manager in ParenteBeard's tax services office, Williamsport.

1974

J. Gregory Kashella, a certified public accountant, published *Give a Little More Respect to the Undervalued Compilation Engagement*, in the fall 2010 edition of the Pennsylvania CPA Journal.

Janice Machell Price was honored as a distinguished alumnus of Mountain View High School, where she coached girls' and boys' volleyball. She received the North Atlantic Conference Coach of the Year Award in 1986. She is also a Pennsylvania Interscholastic Athletic Association (PIAA) 25-year honoree and a recipient of the PIAA District II Gold Card.

1976

Deborah Dell Watson '76M was promoted to senior vice president and chief operating officer for Bayhealth Medical Center in Delaware. She has worked in health care administration for 30 years and is a fellow of the American College of Healthcare Executives.

1977

James Chiavacci '77M is the academic coordinator of technology programs in Wilkes University's graduate education division.

1979

Michael Valenti is a business development officer with the U.S. Bank's Small Business Administration division, serving Idaho and western Montana from the office in Boise.

1980

Rich Donahue teaches keyboarding and computer applications at Denmark Olar Middle School, Denmark, S.C.

Rebecca Koppenhaver Kline, a K-3 learning support teacher in the Blue Mountain School District, participated in the Greater Pottsville Winter Carnival Senior

BU grads part of Corbett's leadership team

Pennsylvania Gov. Tom Corbett's executive team includes two BU grads — JOHN WETZEL '98 and PATRICK HENDERSON '96.



Wetzel, selected as secretary of corrections, began his career as a prison guard in 1989 and, most recently, served as warden of the Franklin County Prison. Former Gov. Ed Rendell appointed him to the Pennsylvania Board of Pardons in 2007. As secretary of corrections, Wetzel is in charge of the overall management and operation of Pennsylvania's Department of Corrections.

Henderson is serving as Pennsylvania's first energy executive, a senior adviser charged with coordinating the overall state energy policy. Since 1999, Henderson has been executive director of the Senate Environmental Resources and Energy Committee. In the newly created position, he is responsible for ensuring policy is in the best interest of Pennsylvania's energy and environmental needs.

Replacing Henderson as executive director of the Senate Environmental Resources and Energy Committee is another BU grad, Adam Pankake '06. He previously held the same post with the Senate Urban Affairs and Housing Committee. He joined the Senate in 2007.

Princess Coronation Pageant and Queen's Ball.

1983

James Stopper is chief financial officer and vice president of finance of Evangelical Community Hospital, Lewisburg.

1981

Loreen Derr Comstock '81/'81M was elected to a three-year term representing the northcentral region on the Pennsylvania Homecare Association Board of Directors. She is administrator of clinical services for Columbia Montour Home Health.

Brenda Friday, associate director of university relations at East Stroudsburg University, successfully defended her doctoral dissertation, "Student Perceptions of Facebook, an Online Social Networking Site, at a Non-Residential, Community Branch College in Northeastern Pennsylvania: A Phenomenological Study."

1982

Randy Yoh, Heidelberg Township, is principal certified public accountant at Groves & Yoh, formerly Richard W. Groves, Myerstown.

1986

Scott Bohner, Pottsville, is co-owner of Home Instead, which provides in-home care services for senior citizens.

Sister Seton Marie Connolly '86M, is executive director of mission integration throughout the Maria Joseph Continuing Care Community, Danville. She is also a board-certified chaplain.

1988

Dawn Chandler Hall, Bloomsburg, is sponsorship and marketing manager of Little League Baseball and Softball, South Williamsport.

CONTINUES ON NEXT PAGE

husky notes

John Reber is executive vice president director of risk management for Citizens & Northern Bank, Wellsboro.

Roschele Wagner Snyder co-owns Fran's Dairy Bar, Millville, with her husband.

1990

Michelle Seibert Appel received the Northeast Association for Institutional Research's distinguished service award in 2010.

1991

Dana Domkoski Burnside '91/'93M is director of teaching commons and assistant professor of education at Wilkes University.

Richelle Erb Kegarise, Manheim, is controller for Landis Homes, Lancaster.

Thomas Speicher, video production developer at Pennsylvania College of Technology, presented *Degrees That Work: A Free Career Exploration Resource* at the state Department of Education conference, Integrated Learning: The School to Career Connection.

1993

Robert C. Hershey Jr., Spring City, is principal accountant with the firm of Maillie, Falconiero & Co.

1994

The Rev. Martin Nocchi is pastor of St. Ann's Catholic Church, Hagerstown, Md.

McMenamin appears in Albee festival

JAMES MCMENAMIN '01 appeared this spring in a two-month run of *At Home at the Zoo* at the Arena Stage, Mead Center for American Theater, Washington, D.C. The production was part of the theater's Edward Albee Festival.

His credits include the off-Broadway production of Thornton Wilder's *Our Town*, TV's *Law and Order* and *Law and Order SUV* and a regional theater production of *Three Penny Opera*.



1995

Lisa Belicka Keranen, associate professor and director of graduate studies at the University of Colorado, Denver, published the book, *Scientific Character*.

1996

Craig Jackson is vice president and treasurer of Dayton (Ohio) Power and Light Co. He is also chair of Rebuilding Together Dayton, dedicated to rehabbing homes at no cost to low-income homeowners.

Elizabeth Payne Miller, Lititz, is benefits supervisor with Fulton Financial Corp.

1997

Russell Canevari is head coach of the Montrose Area School District football program.

Tony Phillips serves as deputy controller of Upper Augusta Township, Northumberland.

Deborah Lonabaugh Shuff, an attorney with Biddle & Reath, Philadelphia, was named to the board of trustees of the Alice Paul Institute, dedicated to educating the public about the New Jersey suffragist who authored the Equal Rights Amendment and founded the National Women's Party.

1998

Promoted to CFO

BRENDA SCHREFFLER NICHOLS '85 was promoted to senior vice president/chief financial officer of Larson Design Group, Williamsport, earlier this year. In this position, Nichols directs the corporate accounting and technology departments to ensure accuracy of all financial and tax information and related reports and compliance with corporate policies and governmental requirements.

She joined the firm in 1993.

Her husband, Andrew Nichols '82, is an audit principal for Parente Randolph, where he's worked since 1990.

Quigley returns to PennFuture

JOHN QUIGLEY '81 returned to Citizens for Pennsylvania's Future (PennFuture) as a strategic adviser and consultant. Previously government relations manager for PennFuture, an environmental advocacy organization, Quigley served as secretary of the Pennsylvania Department of Conservation and Natural Resources (DCNR) from April 2009 to January 2011 after working for DCNR in several capacities, including chief of staff. Quigley's career in nonprofit, public and private sectors includes eight years as mayor of Hazleton.

1999

Kimberly Conserette is accounting supervisor with Allied Services Rehabilitation, Scranton.

David J. Manbeck, manager for Boyer & Ritter CPA, Camp Hill, was recognized by the Pennsylvania Institute of Certified Public Accountants as one of its "40 Members Under 40" for 2010.

Jimmi Simpson is appearing in a new A&E television series, *Breakout Kings*.

2000

2000

David Marcolla is senior product marketing manager for AT&T's 14-state northeastern region, responsible for wireless voice and data products.

2001

Mark A. Kutzer, Hanover Township, is an associate attorney at Fellerman & Ciarimboli, Kingston. He holds a master's of business administration from Wilkes University and a law degree from Thomas Jefferson School of Law, San Diego.

Heidi Ruckno is communication specialist for the Greater Scranton Chamber of Commerce.

2002

Amber Latsha is an advocate with The Arc of Delaware County, responsible for adult, educational and social-recreation advocacy.

Five Honored with Alumni Awards

RETired MATHEMATICS PROFESSOR JAMES POMFRET AND FOUR ALUMNI RECENTLY RECEIVED AWARDS FROM BU'S ALUMNI ASSOCIATION.

Pomfret, named honorary alumnus of the year, joined BU's mathematics faculty in 1972. He served as chair of the mathematics, computer science and statistics department for several years and was faculty adviser to former BU President Jessica Kozloff. Pomfret currently serves on the BU Foundation Board and, as a volunteer, develops exchange programs and study abroad opportunities in China.



Receiving Distinguished Service Awards were:

-RICHARD AGRETT '77: Agretto, in his 34th year as an educator, has served as the Bethlehem Area School District's director of special education since 1993. He has volunteered with the Northampton County Special Olympics Program since 1980 and managed the program from 1983 to 1990. Agretto recently became president of the board of directors for the Miracle League of Northampton County, leading the effort to build a facility for children and young adults with physical and intellectual disabilities to play baseball. He was inducted into the 2010 Special Olympics Pennsylvania Hall of Fame last May.

-BEVERLY DONCHEZ BRADLEY '71: Following a 30-year career as a business educator, Bradley helped establish and currently serves as president of the Cops 'n' Kids Children's Literacy Program in the Lehigh Valley, a non-profit that has as its mission "connecting kids and community through literacy." The award-winning program has distributed more than 390,000 free books, established the Cops 'n' Kids Reading Room and organized book distribution events and community reading celebrations.



-DOROTHY DERR TILSON '40: Coopers and Lybrand. Tilson's employer for more than 35 years, honored her with the Commitment

Award recognizing quality service, individual initiative and teamwork. She retired from the firm, now PricewaterhouseCoopers, in 1991. An active supporter of BU and consistent participant in alumni activities. Tilson earlier taught English, geography and Latin; worked in the Philadelphia Ordnance Gage Laboratory during World War II; and helped her husband in pursuits related to the performing arts. She has been involved with Planetary Citizens, a United Nations-affiliated organization that promotes world peace, since 1974.

Also honored was BRIAN KOVATCH '96, who received the Maroon and Gold Excellence Award, formerly known as the Young Alumnus of the Year Award. Kovatch leads the Pennsylvania Territory Commercial Team for Cisco, providing technical direction and business guidance to regional sales and engineering teams and responsible for \$80 million in annual revenue. His awards include the 2008 Channels Systems Engineer of the Year Award for Cisco's United States Channels Segment. A resident of Gilbertsville, he is a member of the Boyertown Area YMCA Board of Directors and the Tunkhannock Area School District Technology Advisory Board and coaches basketball, soccer and softball.



2003

Jacob Kutz, Reading, is senior manager of ParenteBeard, a Spring Township accounting firm.

2007

Brian Bishop is copy editor of the daily news sections and the HomeLife pages of *The Daily & Sunday Review*. He served in the Pennsylvania Army National Guard from 2001-2007.

Matt Hall is an assistant brewer at Yards Brewing Co., Philadelphia, one of the city's first microbreweries.

2004

Holly Hicks, a certified public accountant, was promoted to supervisor with Haefele Flanagan, Moorestown, N.J.

2005

Eric Hostelley is a program analyst for the U.S. Department of Homeland Security, Washington, D.C. He holds a master's in engineering management from George Washington University.

2008

Marion Rose is asset manager for The Philadelphia Housing Authority, the third-largest public housing agency in the country.

Megan Sallavanti, earned a master's in speech and language

pathology from Misericordia University in May 2010. She is employed as a speech therapist at Riverside Rehabilitation Center.

Lyndsey Snyder is staff accountant at Chiampou, Travis, Besaw & Kershner, Amherst.

2006

Jennifer Bosset graduated from Seton Hall University School of Law and was admitted to practice law in New Jersey, New York and the United States District Court for the State of New Jersey.

Willard Cilvik graduated from basic military training at Lackland Air Force Base, Texas.

Krista L. Rompolski is wellness director at the Boyertown Area YMCA, where she oversees fitness centers, group exercise classes and personal training.



LEGACY SCHOLARSHIPS: The BU Alumni Association Board of Directors awarded 15 scholarships of \$750 each to current students whose parents are alumni. Scholarship winners, who were selected by random drawing, and alumni board members shown in the accompanying photo are, left to right, front row: Rich Uliasz '97, board secretary; Tarra Combs '11 and Lauren Kreglow '14, scholarship winners; and Lynda Fedor Michaels '87/88M, alumni director; and back row Trista Musser '13 and Tom Cimaglia '14, scholarship winners; Amy Chronister Scott '05, board member at large; Greg Bowden '01, board president; Lynne Rishel Homiak '83, board treasurer; Meredith Salmon '14, scholarship winner; Kerri Donald Sears '92, board vice president; and Anthony Roslevich '13, scholarship winner.

FIND MORE

HUSKY NOTES online at
www.bloomualumni.com

Send information to: alum@bloomu.edu or Alumni Affairs
Fenstemaker Alumni House
Bloomsburg University of Pennsylvania
400 E. Second Street, Bloomsburg, Pennsylvania 17815

husky notes

VITAL STATISTICS

Marriages

Mark German '94 and Hilarie Powers, July 24, 2010
 Jennifer Youmans '96 and Kenneth Weaver Jr., July 17, 2010
 Jason P. Seese '97 and Stephanie Youngs, Oct. 17, 2009
 Jill Dolinsky '99 and Robert Shayka Jr., May 30, 2010
 Dara Rose Pachence '99 and Gregory James Schmick, Nov. 13, 2010
 Heather Lynn Hollick '00 and David Walter Pfleegor II, Sept. 4, 2010
 Sharon Loeffler '00 and Joseph Panzica, May 1, 2010
 Susanne Kane '01 and Joseph Sernuta, July 2, 2010
 Nathan Laidacker '01 and Daphne Dixson, May 17, 2010
 Denise DeSantis '02 and Adam Koser '00, Nov. 20, 2010
 Tiffany Panetta '02 and Daniel Smith, Oct. 10, 2010
 Tracy Zengro '02 and Dan Schofield, April 11, 2010
 Brett Cappel '03 and Elizabeth McCulloch, Oct. 22, 2010
 Andrea M. Kitka '03 and John P. Mazzolla, July 17, 2010
 Gina Mattivi '03 and Ryan Stango, Sept. 4, 2010
 Erin Peters '03M and Alexander Kovach III, April 23, 2010
 Keith M. Ayers '04 and Emily Foresman, Nov. 6, 2010
 Nicole Bogdon '04 and John Roberts, Aug. 14, 2010
 Christine DeMelfi '04 and Matthew Ritter, Oct. 16, 2010
 Paul G. Fazio '04 and Cheryl A. Emershaw, Sept. 24, 2010
 Jamie Frey '04 and Jim Keller '06, Oct. 16, 2010
 Lindsey Zeisloft '04/'06M and Andrew Hill, July 10, 2010
 Lenore Barr '05 and Darren Chippi, Aug. 9, 2010
 Karen B. Fetter '05 and Darren Chilcoat, Oct. 23, 2010
 Lindsay Force '05/'07M and John Maxwell II, Sept. 18, 2010
 Eric Hostelley '05 and Amy Gray, July 10, 2010
 Katie Leibig '05 and John Muscalus III, June 5, 2010
 Jonathon Novick '05 and Rachel Nielsen, July 31, 2010
 Mark C. Trautman '05 and Kristy Renninger, May 15, 2010
 Rebecca Yeselski '05 and Jamie Longazel '05
 Karen Barrett '06 and Shawn Daugherty, Aug. 7, 2010
 Alissa Jo Eaton '06/'09M and Charlie Lukasavage, July 9, 2010
 Donald Shipe II '06 and Tiara Mitchell, June 19, 2010
 Nicole Deitrick '07 and Brock Belles, June 12, 2010
 Ashley Leymeister '07 and Robert Hess Jr., Oct. 9, 2010
 Kelly Dunlap '08 and Brock Cahoon '08, July 10, 2010
 Katherine Huff '08 and Kyle Noss '06, April 24, 2010
 Krista L. Johnston '08 and Michael Seldomridge, July 10, 2010
 Stacie Riley '08 and Thomas Holdinsky, May 15, 2010
 Kelly A. Weikert '08 and Greg P. Miller, Sept. 18, 2010
 April Williams '08 and John Yarem, July 24, 2010
 Casey Epler '09 and Matthew Balliet, July 10, 2010
 Emily Hubbard '09 and Jesse Strubert '10, July 17, 2010
 Melissa Miller '09M and Aaron Yoder, July 31, 2010
 Georgia T. Palmetter '09 and Bradley E. Grey '09, Aug. 7, 2010
 Nicole Scerbo '09 and Kris Svensson '09, Nov. 6, 2010
 Todd M. Wolinsky '09 and Glenyse E. Diltz, June 12, 2010
 Michael J. Medvec '10 and Sarah C. Brown, Sept. 10, 2010
 Ashley Shellenberger '10 and Jonathan Busada '10, May 22, 2010

Births

Catherine "Katie" Callahan '92 and husband, Adam Ruderman, a daughter, Gigi, October 2010

Rob Walton '96 and wife, Barbara, a daughter, Grace Katherine, Feb. 2, 2011

Katie Getz Kilian '98 and husband, Kyle, a daughter, Kendall Jordyn, Sept. 10, 2010

Heidi Mintzer '98/'05M and Clint Smith '96, a daughter, Rogan Summer Mintzer, May 25, 2009

Melissa Wright Wilson '98 and husband, Kevin, a son, Noah Parker, Jan. 5, 2011

Kimberly Barto Crisp '00 and husband, Oliver, a daughter, Sydney Faith, Nov. 1, 2010

Lauren Blanzaco Gozzard '00 and husband, Eric, a daughter, Eleni Katherine, Aug. 9, 2010

Meghan Frieland Piazza '01 and husband, Dan Piazza '00, a daughter, Jillian Kathleen, Jan. 10, 2011

Valerie Hakes Fessler '03 and husband, Curtis '05, a daughter, Alice, Feb. 19, 2011

Kendra Branchick Martin '03 and husband, Phil, a son, Kellan Kenneth, Jan. 17, 2011

Bekki Callas Leonard '04 and husband, Kevin Leonard '05, a son, Noah Anthony, Aug. 19, 2010

Sara Hagemeyer Boyce '05/'08M and husband, Brian Boyce '08M, a son, Evan Charlie, Feb. 12, 2011

Amy Punta Shingler '05 and husband, Jeremy Shingler '05, a son, Troy William, July 7, 2010

Tara Freeland '10 and Ben Smith '10, a daughter, Bridget Ann, Dec. 23, 2010

Obituaries

Viola M. Stadler '24

Mary Storosko Sweeney '29

Florence Fawcett Fowler '31

Irene Naus Munson '33

Alda Giannini Strazzdus '33

Elwood Hartman '34

Walton B. Hill '37

Thomas H. Jenkins '40

S. Violet Reilly Gavin '40

Mary Trump Buckley '43

Eleanore Althoff Lapinski '43

Mary Lou Fenstemaker John '45

Max G. Cooley '50

Nancy Crumb Eves '50

Howard R. Hartzell Jr. '51

John Yeager '51

Woodrow Rhoads '59

Lena Fisher Shaffer '59

Ann A. Chance '60

Molvene "Molly" Keiner Knudsen '60

Robert L. Watts '63

George A. Blasick '64

William "Bill" Derricott '66

Robert D. Judd Sr. '67

William "Bill" Large '68

Gerald J. Mack '68

John Dargis '69

Jacqueline McHale Kent '70

Margaret Boyer Pursell '70

Linda Heller Telesky '70

Joseph Schultz '71

Benjamin Rusiloski Jr. '72

Jack R. Long '74

John D. Parker '74

Clara G. Baldoni '75

Susan Davenport Crisman '75

Mary Cordaro McCarthy '75

Susan Palin '75

William V. Parker '83

John M. Welgoss '83

Richard Thomas Coombs '87

Ruth Gensel Fedder '92

Diane Ringawa Magagna '01

Caitlin McGuire '09

John M. Berry '10

Codey D. McDonald '10

LINEUP

REUNIONS, NETWORKING, AND SPECIAL EVENTS



NEPA NETWORK: Eric Schaeffer '91, Eric Miller '01 and Alan Dakey '73, left to right, attend the recent BU Alumni Association's NEPA Network Mixer at the Backyard Ale House in Scranton. Miller, who was the quarterback of the Huskies national championship runner-up football team in 2000, is co-owner of the establishment. For information on the NEPA Network for alumni living in Northeast Pennsylvania, go to www.bloomualumni.com or contact Alumni Affairs at (800) 526-0254.



ALL IN THE FAMILY: Debbie Bentz Metz '90, left, says BU was well represented at a recent family gathering. Shown, left to right, are Metz; her cousin, Ann Bentz Weinsteiger '85; nieces Sarah Bergenstock and Mandi Baer, members of the Class of 2014; and cousin Susan Bentz McDonald '97 with her husband, Derrick McDonald.



ALUMNI RECRUITERS: Alumni returning to campus as employment recruiters for the 17th annual Career and Internship Expo are, left to right: Austin John '04 and Sara Johansen '07, both with Travelers Insurance; Bonnie Gregory '03 and Julie Kaszuba '00, both with Lehigh Valley Health Network; and Kate Johnson '07, Enterprise Rent-A-Car.



ANNUAL GET-TOGETHER: The founding sisters of Phi Sigma Sigma, all members of the Class of 1990, hold a family get-together every year. Shown left to right, are front row: Jill Winger Jacobs and Joann DiFrancesco Reeser; and back row: Angela Bistline Reighard, Marganne Nye Hoffman and Stacey Cochran Millheim.



HOOPSTERS REUNITE: Women's basketball alumnae attending a recent courtside reception and cheering as the Huskies took on West Chester are, left to right: Kelly Heierbacher Tennyson '91, Diane Alfonsi Greenholt '83, Kathy McGuire-Stoudt '92, Debra Artz Barry '73, Careen Bulka Caulfield '94, Michelle Simons Dubosky '93, Lesley Seitzinger Colegrove '94, Kelly Burkhardt '06 and Jamie Kauczka Esgro '06.



KELLER WEDDING: BU was well-represented at an Oct. 16, 2010, wedding at the Barn at Boone's Dam, Bloomsburg. Shown, left to right, are Garrett Lowe '05, Jeremy Frey '12, groom Jim Keller '06, bride Jamie Frey Keller '04, Katie Leibig Muscalus '05/10M, Andrea Falcone Gritman '03 and Jeff Gritman '04/05M.

over the shoulder

Safeguarding Mother Earth

by ROBERT DUNKELBERGER, UNIVERSITY ARCHIVIST

Members of the 1970 Earth Day Steering Committee, left to right, are Kathy Bair, Carol Magee, Gil Longwell, Shirley Patron and Jeff Seibold.



Bloomsburg State College students ushered in the first Earth Day, April 22, 1970, with a symbolic rejection of humanity's love for the automobile and its role as a primary source of air pollution: they bludgeoned, then buried, a 1965 Ford Falcon, minus the engine, in vacant land between the current Andruss Library and Student Recreation Center.

The event contributed one of the more dramatic moments of Earth Day at Bloomsburg since the national observance began more than 40 years ago. That first Earth Day in April 1970, coordinated by a group of students with concerns about local air and water pollution, was part of Environmental Awareness Week. Events designed to educate and increase awareness of the ways humans were abusing the planet included a

teach-in with lectures on radioactive and solid waste disposal, overpopulation, air and water pollution and nuclear power. The films, *Bulldozed America* and *Who Killed Lake Erie?* were shown.

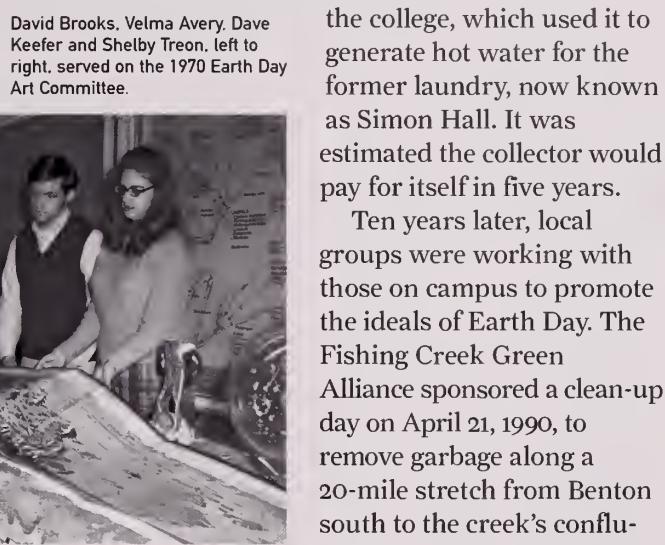
Since the first observance in 1970, the largest Earth Day celebrations have

occurred to mark five- and 10-year anniversaries. In 1980, for example, an Earth

Day Committee composed of students and faculty planned events that began with an overnight sleep-out on the site of the current Student Recreation Center. Earth Day continued with an ecumenical sunrise service, a concert and tree planting, and closed with a sunset service west of Nelson Field House on the upper campus. Students, faculty and staff were encouraged to hike, bike or jog to campus, instead of driving.

The Community Government Association provided \$1,300 in financial support, nearly half of which went

to the construction of a solar collector. Bloomsburg's maintenance staff built the collector and donated it to the college, which used it to generate hot water for the former laundry, now known as Simon Hall. It was estimated the collector would pay for itself in five years.



David Brooks, Velma Avery, Dave Keefer and Shelby Treon, left to right, served on the 1970 Earth Day Art Committee.

Ten years later, local groups were working with those on campus to promote the ideals of Earth Day. The Fishing Creek Green Alliance sponsored a clean-up day on April 21, 1990, to remove garbage along a 20-mile stretch from Benton south to the creek's confluence with the Susquehanna River. Participants, including members of the campus community, filled more than 700 bags with trash.

On campus, one of the event sponsors was the Biology Club, which focused on issues that were not part of the original Earth Day, such as acid rain, the greenhouse effect, ozone depletion and deforestation. The club participated in the National Wildlife Federation's "Cool It" project aimed at decreasing the effects of global warming. Members raised \$800 selling T-shirts and used the money to buy bushes and shrubs that were planted by the greenhouse next to the Hartline Science Center.

Anniversary celebrations in 1995 and 2000 continued to raise awareness of environmental issues. The 25th annual Earth Day observance adjacent to Lycoming Hall included the sale of plants and tie-dyed T-shirts, music from the bands Social and The Need and information on how students could help preserve the health of the planet and society. Frontiers, the university's outdoor club, sponsored the event.

Help Our Planet Earth (H.O.P.E.) organized Earth Day in 2000, with a primary focus on energy conservation. The event, held again on the Lycoming lawn, featured a large recyclable "hut," a police car that ran on alternative fuel and music.

In this decade, Earth Day continues in the tradition of engagement, with recreational activities, speakers, panel discussions and tours of environmental projects in action, all designed to remind us, once again, to handle Mother Earth with care. •



This cartoon, depicting the polluted earth, appeared in the April 22, 1970, issue of the Maroon & Gold.



CALENDAR

Activities and Events

Academic Calendar

SUMMER 2011

Session I – May 23 to Aug. 12
Session II – May 23 to July 1
Session III – July 6 to Aug. 12

FALL 2011

Classes Begin
Monday, Aug. 29

Labor Day, No Classes
Monday, Sept. 5

Reading Day
Friday, Oct. 14

Thanksgiving Recess Begins
Tuesday, Nov. 22, 10 p.m.

Classes Resume
Monday, Nov. 28, 8 a.m.

Classes End
Saturday, Dec. 10

Finals Begin
Monday, Dec. 12

Finals End
Friday, Dec. 16

Graduate Commencement
Friday, Dec. 16

Undergraduate Commencement
Saturday, Dec. 17

New Student Activities

Summer Freshman Orientation
Tuesday, July 5

Act 101/EOP Orientation
Tuesday, July 5

Fall Freshman Preview
Monday through Wednesday,
July 11 to 13, and Wednesday
Through Friday, July 20 to 22

Transfer Orientation
Wednesday and Thursday,
Aug. 3 and 4

Non-Traditional/ACE Orientation
Saturday, Aug. 27

Alumni Events

Visit www.bloomualumni.com for
details on these and additional
events or to register to attend.
For information, contact the
Alumni Affairs office at
(570) 389-4058, (800) 526-0254
or alum@bloomu.edu.

Capital Network Alumni
Summer Picnic
Thursday, June 16
West Shore Elks Picnic Pavilion
Carlisle Pike, Camp Hill

Carver Hall Chapter
Finger Lakes Wine Tour
Saturday, June 18

Lehigh Valley Alumni Day
at Iron Pigs
Sunday, June 26, 1:35 p.m.
Tickets required

Roger Sanders-Era
Alumni Wrestling Reunion
Sunday, June 26

New York Mets vs.
Philadelphia Phillies
Saturday, July 16
Pepsi Porch, Citi Field, New York

Bloom @ the Beach
Saturday, Aug. 6, 7 to 9 p.m.
Seacrets, Ocean City, Md.
Pre-registration required

Carver Hall Chapter
Annual Yard Sale
Saturday, Aug. 13
Fenstermaker Alumni House

Class of 1956 55-Year Reunion
Saturday, Oct. 1

Capital Network Football Tailgate
Saturday, Oct. 15
Fenstermaker Alumni House

Special Events

Reading, Literacy and Learning
Conference (formerly the Reading
Conference)
Thursday and Friday,
May 12 and 13
For information:
<http://orgs.bloomu.edu/lrc>,
dhartman@bloomu.edu
or (570) 389-4092

Trash to Treasure
Saturday, May 21, 9 a.m. to noon;
early birds, 8 a.m.; Kehr Union,
Multicultural Center and
Fireside Lounge; benefits
Columbia County United Way.
Call (570) 784-3134.

Math and Science Camps

Summer Experience,
sixth- through eighth-graders,
and CSI Summer Experience,
ninth- through 11th-graders;
Monday to Thursday,
June 27 to 30; for information,
jpolhill@bloomu.edu
or (570) 389-4508.

Athletic Hall of Fame Induction
Friday, Oct. 21
Kehr Union

Homecoming Weekend
Friday to Sunday, Oct. 7 to 9
Class of 1961 50-Year Reunion
Alumni Tent Party

Parents and Family Weekend
Friday to Sunday, Oct. 28 to 30

Summer Camps

BU offers summer camps in
the following sports: baseball,
field hockey, football, soccer,
swimming, tennis, wrestling,
basketball and, new this year,
cross country, track and field
and lacrosse. For dates, fees,
registration info and contact
information for each camp,
visit www.bucamps.com.

For the latest information on upcoming events, check the university website, www.bloomu.edu.



THE UNIVERSITY STORE

Bloomsburg memories



www.bloomu.edu/store

"DO NOT GO where the path may lead; go instead where there is no path and leave a trail," said Ralph Waldo Emerson, American poet and essayist. Written to inspire individuality and leadership, these words can be applied to the journey graduates will face coming out of college. So why not blaze a trail with BU clothing and insignia?

The University Store offers items all Bloomsburg graduates can wear, display and enjoy as they hold on to warm college memories. Consider giftware or clothing, like an alumni cap, T-shirt, sweatshirt, travel mug, license plate frame or decal for a special graduation gift. Or, perhaps, a diploma frame, BU afghan, stadium blanket or chair. BU insignia gifts, from T-shirts, sweatshirts and caps to pennants, glassware and stuffed animals, are great gifts for all ages, including the special high school grad who will soon become a BU freshman. Can't decide? Gift cards are available in any amount.

The University Store offers the convenience of shopping online for hundreds of items at

www.bloomu.edu/store. For a traditional shopping experience, the University Store is open seven days a week during the academic year and Mondays through Fridays during the summer. Stop by in person or online for everything BU.

Semester Hours

Monday through Thursday: 7:45 a.m. to 8 p.m.

Friday: 7:45 a.m. to 4:30 p.m.

Saturday: 11 a.m. to 5 p.m.

Sunday: Noon to 4:30 p.m.

Summer Hours

Monday through Friday: 8 a.m. to 4:30 p.m.

Closed on Saturday and Sunday

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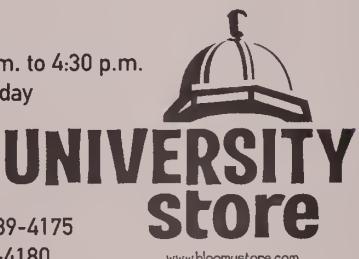
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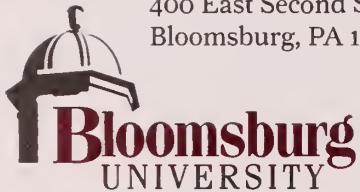


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THE UNIVERSITY MAGAZINE

OUT TO LAUNCH

Renovations, innovations,
new programs, expert faculty
and talented students:
BU's College of Business

FROM THE PROVOST



Modeling General Education

THE PAST YEAR has seen significant changes for the Bloomsburg University community, including first steps in university-wide initiatives to address our new strategic plan, *Impact 2015: Building on the Past, Leading for the Future*. Collaborative energy and commitment abound as innovative ideas are implemented, faculty and administrators create interdisciplinary learning opportunities and others identify ways to secure a fiscal future that is less affected by the kinds of budgetary uncertainties we experienced in the last two years.

One of the new strategic plan's main goals focuses on our core purpose: to enhance educational opportunities for all students. A team made up of faculty and staff laid the groundwork, conducting a comprehensive review of our general education program in light of the evolving nature of career

readiness and effective citizenship in the 21st century. The team's principal objective was to ensure Bloomsburg University continues to offer students a meaningful education that prepares them for personal and professional success.

In spring 2011, their work led to approval of a transformative general education model. The model identifies goals vital to a comprehensive university experience that supports the acquisition of knowledge, skills and personal characteristics fundamental to a deeper understanding of and appreciation for the world, its possibilities and the individual's part in it.

The second phase of hard work begins this fall—the translation of the general education goals into specific student learning outcomes. A second team of faculty and staff will review proposed courses and co-curricular learning experiences, such as internships, leadership roles and service learning, for their viability in providing learning opportunities that support student achievement. In addition, each proposal must incorporate assessment, identifying how to determine student achievement of the learning outcomes. The new general education program is scheduled to begin for incoming freshmen in fall 2012.

The campus is still buzzing with energy and a collective commitment to ensuring Bloomsburg University

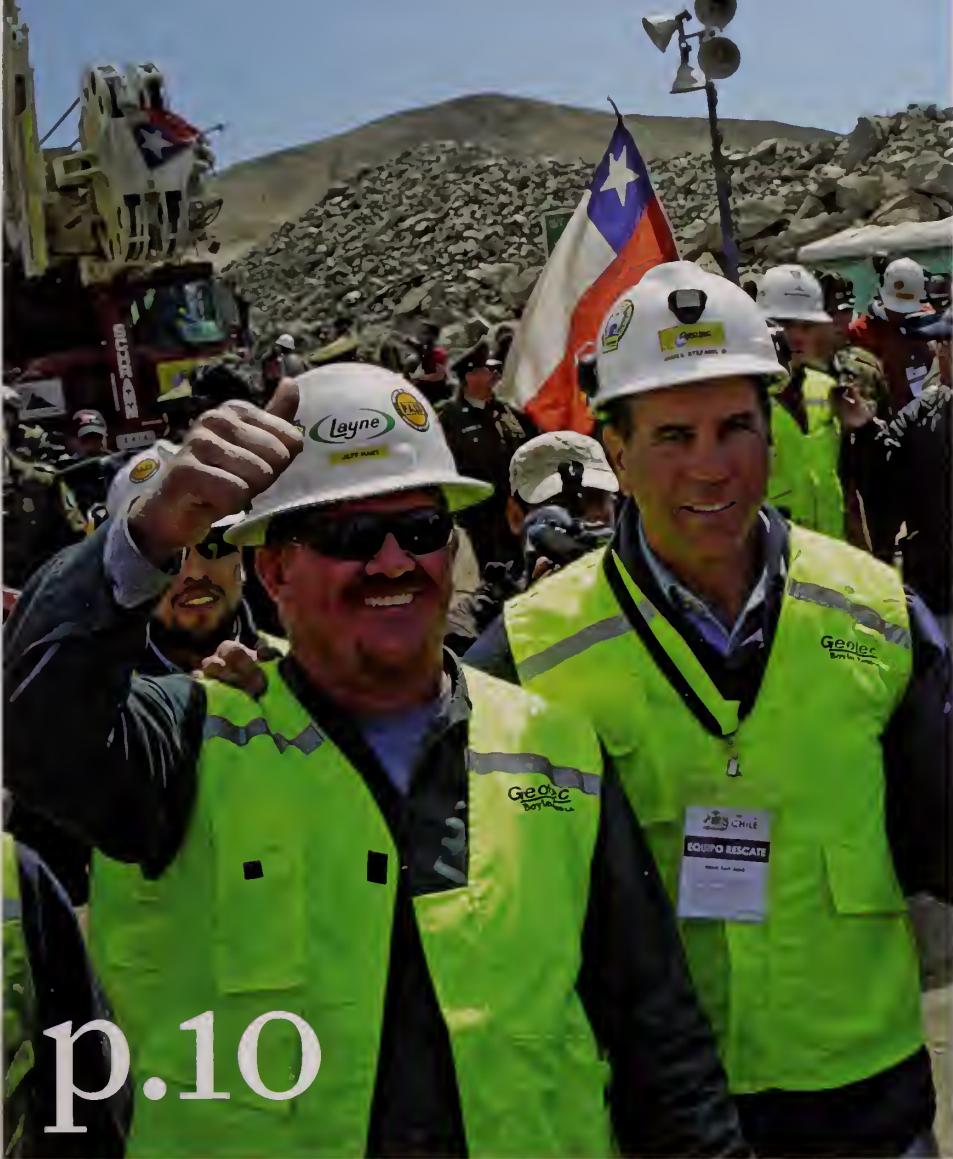
“The goal is to enhance educational opportunities for all students.”

provides the best education possible. We strive for continuous improvement in achieving our mission and meeting the evolving needs of today's students.

A handwritten signature in black ink that reads "IRA K. BLAKE".

IRA K. BLAKE
Provost and Senior Vice President for Academics, Bloomsburg University

Editor's note: BU President David Soltz's column will return in the winter 2012 issue of Bloomsburg: The University Magazine. Until then, see <http://bupresident.blogspot.com>.



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Wall Street comes to BU via Sutliff Hall's new Financial Services Lab.

15 Lean on Me

Students "lean" on each other to learn theory's practical application.

17 A Step Above

Two recent graduates prove campus involvement is a competitive advantage for first-time jobseekers.

18 Paying Dividends

Dean Michael Tidwell says it's time for BU's already strong program to become one of the Northeast's foremost business education schools.

20 Professional Polish

BU's new Zeigler Institute for Professional Development integrates an alumni couple's philosophy into the curriculum.

23 Building for Business

The name and the building footprint are all that remains of the 1950s-style Sutliff Hall.

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Bloomsburg: The University Magazine is published three times a year for alumni, current students' families and friends of the university. Husky Notes and other alumni information appear at the BU alumni global network site, www.bloomalumni.com. Contact Alumni Affairs by phone, 570-389-4058; fax, 570-389-4060; or e-mail, alum@bloomu.edu.

Address comments and questions to:

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fresh perspective

Caring for Japan

When Japan was devastated by an earthquake, tsunami and nuclear power accident, business management major Anh Tran from Vietnam did something to help. Teaming with her fellow international students and the SOLVE and Residence Life offices, she organized a fund drive. Through collection cans and at tables where they created origami for donors, the international students raised more than \$900 for the Red Cross. •



around THE quad

Passion for Patents

MARK TAPSAK, ASSOCIATE PROFESSOR OF CHEMISTRY,
RECEIVES PATENT FOR GLUCOSE DEVICE

The United States Patent and Trademark Office received nearly 520,000 patent applications in 2010, but fewer than half were granted. One of those successful patents went to Mark Tapsak, associate professor of chemistry, the 24th since his career began.

The expert in polymer chemistry received his latest patent for an implantable glucose-monitoring device that continuously checks diabetics' blood-sugar levels for one year. Designed to help diabetics maintain a consistent glucose level, the device supplements, but does not replace, the traditional finger-prick sticks.

The implanted monitor, slightly smaller than an average-sized USB thumb-drive, connects to a beeper-like receiver in a pocket or purse to provide continuous updates via radio frequencies relayed from inside the patient. Tapsak began work on the project with engineers and other experts while employed by DexCom, a San Diego-based company.

While number 24 sounds impressive, Tapsak insists his first patent remains his most special. "A first patent is almost like a first love," he says.

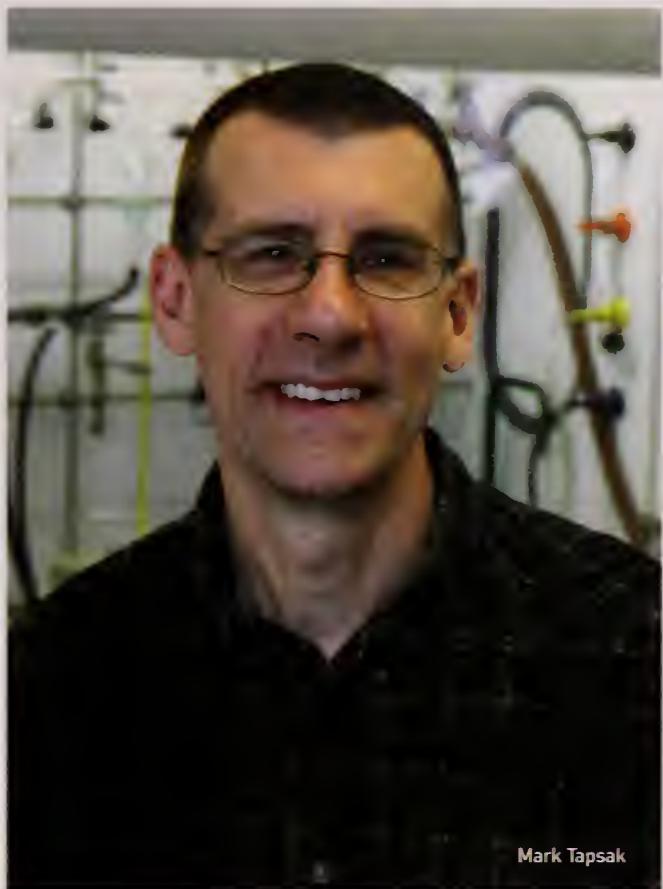
Issued in just one year, rather than the typical three to five, his first patent devised a method to use ultra-

The expert in polymer chemistry received his latest patent for an implantable glucose-monitoring device that continuously checks diabetics' blood-sugar levels for one year.

sonic imaging during the insertion of a catheter. The process allows doctors to see the tubing without exposing the patient or doctor to radiation which occurred during an alternative

process, fluoroscopy. "There was nothing to compare it to," he says.

Tapsak's career started with a biotechnology



Mark Tapsak

research and development company, Medtronic, which he calls "a big company where I had my first taste of developing technology."

After a few years, he became the 12th employee of a new company, DexCom, where he helped create medical devices, as well as streamline products to make them more consistent.

Although Medtronic and DexCom provided the foundation for all of his patents, Tapsak was drawn to teaching. "As a teaching assistant, I found teaching to be very rewarding. It was a natural transition," says Tapsak, who taught as an adjunct faculty member while working in the business world.

Tapsak has been at BU since 2004 and is now applying for patents on his own. Perhaps number 25 is on the horizon. •



The Big Event

900 CLEAN UP BLOOMSBURG

MORE THAN 900 students took part in the second annual Big Event, a community service project. Sponsored by BU's Community Government Association (CGA), The Big Event is "a great opportunity to express our thanks to the Town of Bloomsburg," says Anikka Brill, immediate past president of CGA. During The Big Event, BU students tackled clean-up projects at local businesses, churches, homes, the Women's Center, YMCA, schools and Town Park. Fourteen local businesses donated food, equipment and materials. •

Student Trustee

NEW COUNCIL APPOINTMENT

MARCUS FULLER JOINS BU's Council of Trustees this fall as its student member. The junior business management and psychology dual major from Harrisburg replaces Raylene Brill, who graduated in May.



"(As Trustee) I'll be able to act as a liaison between the students, faculty and university community, and I can bring issues to the forefront that may otherwise be overlooked," Fuller says.

In addition to the Trustees, Fuller is vice president of Kappa Alpha Psi, secretary of the Intrafraternity Council, a member of the Men of Intelligence, Notability and Desire mentorship program and a participant in the Campus Crusade for Christ/Impact program. He works in the Kehr Union and is co-director at a summer camp. •

Student Affairs

NEW VP NAMED

DIONE SOMERVILLE, former dean of students at Iowa State University, joined BU this summer as vice president for Student Affairs.

Somerville served as dean of students at Iowa State University for more than four years, leading the Academic Success Center, Greek Affairs, Recreation Services, Student Assistance, Multicultural Student Affairs and Judicial Affairs. Previously, she was director of enrollment services/registrar at Lorain County Community College, Elyria, Ohio; director of student affairs and services at the Ohio College of Podiatric Medicine, Cleveland; and director of student activities at Ursuline College, Pepper Pike, Ohio. She earned a bachelor's degree from Ohio Northern University, master's degree from Bowling Green State University and doctoral degree from the University of Pennsylvania.

Jeff Long, assistant vice president for Student Affairs, led the division as interim vice president for the past two years since the death of former vice president Preston Herring. •

Record Setter

EMPTY BOWLS RAISES \$5,000

FOR FOOD CUPBOARD

THIS SPRING'S Empty Bowls Banquet set a record, raising more than \$5,000 to benefit the Bloomsburg Food Cupboard. Diners enjoyed soups from area restaurants during the ninth annual banquet, sponsored by the SOLVE volunteer office. More than 125 BU students participated in Empty Bowls. •



Somerville

Wimba Wins

TEAM GETS DISTANCE AWARD

A FOUR-MEMBER team headed by Sam Slike, who recently retired as professor of exceptionality pro-



Slike

grams, received the platinum award for distance education during the IMS Global Learning Consortium (IMS GLC) in Long

Beach, Calif. The award, the organization's highest, recognized the team's success using Wimba, now known as Blackboard Collaborate, for online courses in education of the deaf/hard of hearing and speech pathology. The presentation was titled *Wimba @ Work: Improving Access for High-Needs Career Education*.

A total of 30 finalist teams from 15 countries competed for the awards. Also attending the consortium was John Cavanaugh, chancellor of the Pennsylvania State System of Higher Education. •

Yes to Noh

COLLEGE CREDITS AVAILABLE FOR FIRST TIME

PARTICIPANTS IN THIS summer's Noh Training Project at Bloomsburg Theatre Ensemble could, for the first time, earn three academic credits from Bloomsburg University. In its 17th year, the Noh Training Project (NTP) is an intensive, three-week summer program in the dance, chant and instruments of classical Japanese Noh drama, one of the oldest continually performed theatre forms in the world. Bloomsburg Theatre Ensemble, established in 1978, is a resident professional acting company housed in downtown Bloomsburg's Alvina Krause Theatre. •



Chang Shub Roh (left) and James Pomfret

Global Awareness

ANONYMOUS \$100,000 GIFT BENEFITS STUDENTS

AN ANONYMOUS \$100,000 gift to the Bloomsburg University Foundation will further international education and the mission of the Global Awareness Society International (GASI). GASI, a non-profit academic and professional organization based at BU, promotes peace by fostering understanding and mutual respect through multicultural and global education.

The anonymous gift establishes the Dr. and Mrs. Chang Shub Roh and Family Global Awareness Scholarship Fund which will encourage BU students to prepare abstracts and make presentations at GASI's annual conferences, held at locations worldwide. Roh, a retired BU faculty member, serves as GASI's chair, assisted by vice chair James Pomfret, a retired faculty member and current member of the BU Foundation Board of Directors. •

Capitol Research

SENIOR PRESENTS POSTER IN D.C.

A SENIOR GEOLOGY and planetary geoscience major presented his research, "Integration of Quickbird Satellite Imagery and GIS to Map Subzones within a Salt Marsh near Wallops Island, Va.," in Washington, D.C., last spring. Research by Brian Culp, a resident of Danville and native of Grand Island, N.Y., was among 74 presentations chosen from more than 700 reviewed for the Council of Undergraduate Research "Posters on the Hill" event. BU faculty members Cynthia Venn and Michael Shepard of the geography and geosciences department were co-authors of Culp's research, which also was featured during BU's Research Day in late April. •



Culp

Brown Returns

FORMER ADMINISTRATOR IS NEW LIBERAL ARTS DEAN

A FORMER INTERIM dean returned to BU this summer as dean of BU's College of Liberal Arts. James Brown, previously dean of Arts and Sciences and professor of English at Mansfield University, served BU for five years as assistant dean, associate dean and interim dean of BU's College of Liberal Arts. He also headed BU's teacher education unit from 2008 to 2009, coordinating the National Council for

Accreditation of Teacher Education (NCATE) reaccreditation efforts.

Earlier in his career, Brown was a professor of English at Charleston Southern University, where he also directed the honors program. He earned a bachelor's degree from Slippery Rock University and master's and doctoral degrees from Ohio State University.

Julie Kontos, professor of psychology, served as the College's interim dean for the past two years. •

First and Goal

EVANS MAKES LEADERSHIP GIFT

THE BLOOMSBURG UNIVERSITY FOUNDATION'S

"First and Goal," a \$2 million endowed scholarship campaign to benefit BU football, is more than halfway to its goal, thanks in part to a leadership gift of \$500,000 from Jahri Evans '07, guard with the New Orleans Saints and former All-American. Funds raised through the

"First and Goal" campaign will make an additional \$80,000 to \$100,000 in scholarship funds available each year. The leadership committee is led by co-chairs Gerald Frey '71 and Steph Pettit '89.

The field at Redman Stadium will be named in honor of Huskies coach Danny Hale at the conclusion of the campaign in spring 2012. •

For information on the Bloomsburg University Foundation and the "First and Goal" campaign, see www.bloomufdn.org.



Kicking off the 'First and Goal' Campaign are, left to right, Gerald Frey '71, BU President David Soltz, Coach Danny Hale, Jahri Evans '07 and Steph Pettit '89.

NBEA Leader

OLIVO ELECTED PRESIDENT

JOHN OLIVO, chair of business education and information and technology management, was elected president of the National Business Education Association (NBEA).

NBEA is a professional organization for individuals and groups involved in teaching, administering, researching and disseminating information for and about business. •

Man of Faith

NEW PRIEST JOINS CCM

THE REV. TIM MARCOE began his ministry as Catholic Campus Ministry's new priest in June. Born in

Allentown, Father Tim graduated from Millersville University in 2001 with a bachelor's degree in meteorology and studied for the priesthood at St. Vincent Seminary, Latrobe. He was ordained at St. Patrick Cathedral, Harrisburg.

Finding his calling as a student leader in Millersville's Catholic Campus Ministry, he sees his role at BU as bridging the gap between church and campus through spiritual and social activities.

Father Tim says he wants to create a comfortable place of worship for students and plans to continue the work of his predecessor, the Rev. Jeff Thoms. •

Way with Words

COSIDA HONORS MCGUIRE

TOM MCGUIRE, BU's sports information director, won first place in District 2 in the College Sports

Information Directors of America (CoSIDA) annual writing contest. McGuire won in the coach/administrator category for his story on Huskies athletic trainers Allen and Roxie Larsen, featured in the fall 2010 issue of *Bloomsburg: The University Magazine*. McGuire's award was presented at the CoSIDA Convention in Florida. •

To reread the winning story, see www.bloomu.edu/magazine.



A Hall of Fame Career

BU ATHLETIC DIRECTOR MARY GARDNER RETIRES AFTER 23 YEARS

MARY GARDNER, a pioneer in women's inter-collegiate athletics, retired in June after 23 years leading the Huskies athletic program. One of the first female athletic directors in the country responsible for both the men's and women's athletics programs, Gardner was appointed Bloomsburg University's athletic director in July 1988 after six months as interim director. Her duties included overseeing the daily activities of the university's 20 varsity teams, including budget, personnel, facilities, National Collegiate Athletic Association (NCAA) and Pennsylvania State Athletic Conference (PSAC) compliance, and summer camps.

Calling her years at BU "rewarding, both personally and professionally," Gardner says she'll miss the daily contact with student athletes, coaches and support staff. "There have been many changes throughout my tenure as athletic director. All have been positive for the university and athletics in general. Many challenges lie ahead, but I am confident our staff, with the administration's support, will meet those challenges head-on and continue to be one of the most competitive schools in the Pennsylvania State Athletic Conference. It has been an honor to be a part of Bloomsburg University for the past 37 years."

Prior to heading the athletic department, Gardner was an assistant professor in BU's exercise science department and served as associate director of athletics. She initiated and served as head coach of the women's swimming and diving program for 14 seasons, posting an overall record of 88-28, and led the men's program for one season. She also was BU's first field hockey coach, registering a four-year record of 20-12-9. Gardner coached 44 All-Americans, several of whom won individual national titles.

During the past six years, Gardner had oversight for the university's \$18 million athletic facilities renovations, including All Sports Stadium, the tennis complex, Redman Stadium and the Nelson Field House. Currently, the Danny Litwhiler baseball field is in the



Mary Gardner

final stage of a project to update bleachers, dugouts, fencing and walkways.

In recognition of her achievements, she was named the National Association of Collegiate Directors of Athletics (NACDA) athletic director of the year for the northeast region in 2001. In 2003, the National Association of Collegiate Women Athletics Administrators (NACWAA) honored her as Division II athletic director of the year.

The Hatboro native earned bachelor's and master's degrees at East Stroudsburg University, where she was the school's first three-time national champion in swimming and a varsity letter winner in both field hockey and swimming. She is a member of both the Hatboro-Horsham and East Stroudsburg University halls of fame. •

A Banner Season

BLOOMSBURG HOSTS 10 CHAMPIONSHIPS IN ONE YEAR

PHOTO: PAUL BLASCOVICH



Kevin Wood, director of athletic operations, prepares for this spring's softball championship

THE HUSKIES HAVE hosted a variety of postseason matchups on the upper campus, from the National Collegiate Athletic Association (NCAA) field hockey final four and NCAA football playoffs to Eastern Wrestling League (EWL) championships and lots of softball. This past year, all or part of 10 championships were contested at Bloomsburg.

Preparation is key to putting on an event that's memorable for the student-athletes, says Tom McGuire, director of sports information, but the length of time available for preparation varies from event to event. Sites for sports like tennis, wrestling, track and swimming championships are known a year ahead and Pennsylvania State Athletic Conference (PSAC) playoff game locations generally are set a few months in advance. In other sports, however, hosting is determined by a team's record in conference play and may allow as few as 48 hours for preparation. That's when three staffs—athletic opera-

tions, athletic training and sports information—get to work.

"When we learn that BU will be the host, we print tickets, assign student-workers, get the pre-game music together and make sure officials have a locker room, among a laundry list of items," says Kevin Wood, director of athletic operations.

Athletic trainers coordinate with their counterparts on the visiting team and the sports information staff creates programs, builds Web pages for fans, writes press releases and makes arrangements for coverage by sports reporters from newspapers, TV and radio.

Hosting an NCAA playoff is more complicated. The NCAA office requires each school willing to run the game or tournament to complete forms covering details including where teams and officials will stay—not in the same hotel—seating capacity and the restrooms' proximity to the field. Wood is responsible for submitting those forms by deadline.

"NCAA manuals cover every aspect of operation at one of their championships," says McGuire. "They leave nothing to chance, right down to the time for the national anthem. We've hosted so many times we know much of what's in the manual without reading it."

Sometimes, BU juggles multiple championships. That happened last March when the Huskies hosted the PSAC Women's Basketball championship on Friday and Saturday and the EWL Division I national qualifying tournament on Sunday. And that doesn't count a women's basketball quarterfinal game on Tuesday and a home lacrosse game on Wednesday.

It's a lot of work, but there are no complaints. It's too much fun watching the Huskies win. •

Mauro Honored

SOFTBALL PLAYER LACY MAURO of Jersey Shore was named first-



team All-American by the National Fastpitch Coaches Association (NFCA). The catcher capped her college career with a brilliant senior season, leading Bloomsburg in hitting, with a mark of .404, homers (10), RBIs (35) and hits (59). She was tied for the team lead in doubles with 11 and was second in runs scored with 33. Mauro also led the Huskies with 18 multi-hit games and had 10 multi-RBI games.

Mauro also was named the 2011 Pennsylvania State Athletic Conference (PSAC) Central Division Athlete of the Year, the first-team All-PSAC Central two years in a row, first-team All-Atlantic Region by Daktronics and first-team All-Region by the NFCA. •



Live Coverage

THE HUSKIES GAME at Indiana University of Pennsylvania will be broadcast Thursday, Sept. 15, at 8 p.m. as part of the six-game *2011 NCAA Division II Football Game of the Week* package. The game will be featured on CBS Sports Network (formerly CBS College Sports), syndicated to regional sports networks and local television stations and simulcast on www.ncaa.org. Alumni Affairs "watch" parties are planned across Pennsylvania.

Bloomsburg's football team last appeared on national TV during the 2006 season when ESPN2 broadcast the Huskies in the NCAA Division II national semi-finals against Northwest Missouri State. *Locations of alumni "watch" parties will be posted, as available, at www.bloomu.edu/magazine.*

Academic Champions

COLLEGE SPORTS INFORMATION Directors (CoSIDA) recognized



three BU student-athletes for their work in the classroom and in competition. Women's tennis player Laura Sullivan, Dingman's Ferry, earned second-team All-District 2 honors in the at-large category; she also was named to the Pennsylvania State Athletic Conference (PSAC) Spring 10 team. Second team All-District 2 CoSIDA honors also went to Shavaun Fisher, Coplay, for softball and Joey Ianiero, Bloomsburg, for baseball.

To be eligible for the CoSIDA awards, a student-athlete must have an overall GPA of at least 3.30. A GPA of at least 3.5 is required for the PSAC Top 10 team. •

Baseball Recognition

BU FRESHMAN PITCHER Kyle Hunter of Lehighton and head baseball coach Mike Collins were honored by the Pennsylvania State Athletic Conference (PSAC) for their accomplishments this spring.



Hunter, named PSAC East Freshman of the Year, was 4-1 with a team-best 3.10 ERA for the season. Among his wins was a four-hit shutout of nationally ranked, PSAC East champ Millersville University in which he struck out seven and walked two. Hunter also tossed a three-hit shutout against Kutztown University which helped the Huskies move into playoff contention on the season's final weekend. Hunter had three complete games on the season and opponents hit just .254 off him. In PSAC East-only games Hunter was 4-0 with a 0.97 ERA.

Collins, in his sixth season, was chosen PSAC Eastern Division Coach of the Year. In 2011, he guided the Huskies to their first PSAC playoff berth in 13 years after posting an 11-13 mark in PSAC East action, including wins in six of the their final eight division games. BU finished with a 23-21 record and went 2-2 in the PSAC championship tournament. •

Hall of Fame Inductees Announced

THE INDUCTION OF the 30th BU Athletic Hall of Fame class on Friday, Oct. 21, will bring the total number of honorees to 142. This year's inductees are Tracy Price Splain '92, swimming; Mike Petersen '92, tennis; Rich Kozicki '76, swimming; Lori Shelly '91, softball; and Denise Miller Warner '99, field hockey and softball.

The Hall of Fame dinner will be held in the Kehr Union Ballroom. Call the BU sports information office at (570) 389-4413 for ticket information. •

For more information on this year's inductees, see www.buhuskies.com.



Driller Instinct

It's no exaggeration to say the whole world watched last fall as 33 Chilean miners were pulled from far below the earth's surface. BU alumnus *Ed Breiner '77* had a special interest in the rescue. He leads the company that manufactured the life-saving drill.

by JACK SHERZER

Initiative.

Reacting to news that 33 miners in Chile are trapped in a gold and copper mine and need to be rescued. Running a \$125 million drilling rig company as the economy falls off a cliff. Figuring out the way forward in the shaky world that follows.

For Edward J. Breiner, president and CEO of West Chester-based Schramm Inc., decades of business experience in the U.S. and across the world have taught it doesn't pay to wait for events to overtake you.

"Take initiative, don't wait for someone to tell you what to do—if you see a snake, kill it," says Breiner, 55, who graduated from Bloomsburg in 1977 with a bachelor's degree in accounting. "In my career I've never had someone tell me to stop doing something. I've had them tell me to start doing something, so take initiative and the world will follow."

As the head of one of the leading manufacturers of drilling equipment—drilling rigs used all over the world “to put holes in the ground” for anything from minerals and water to natural gas and oil—Breiner directed his employees to work on rescue plans as soon as he heard about the Aug. 5, 2010, Chilean mine collapse that trapped 33 men nearly a half mile under ground. And he started without being asked.

Immediately after the collapse, a Schramm rig made the initial borehole that located the miners, but Chilean

authorities were considering another drilling option for the main rescue. They projected the rescue would succeed by Christmas, but Breiner knew there was a faster way. He was right. The Schramm rig first thought of as “Plan B” ended up breaking through to the miners and making the rescue possible by mid-October.

Initiative.

It was the same “kill the snake” attitude that kept Schramm from going under when the bottom dropped out of the economy. By the fourth quarter of 2008, Breiner was suddenly looking at \$20 million in canceled orders. “It was clear something was wrong. This was a liquidity crisis; it wasn’t like other business recessions. I knew we had to act fast.”

Ingersoll Rand days

Working in manufacturing came naturally to Breiner. He grew up in Easton, and his father worked for Ingersoll Rand as a machinist. Though his father had only finished the 10th grade, he essentially became an industrial engineer without the formal education, the go-to man to solve equipment problems, Breiner recalls. In high school and through college, Breiner worked for the company in departments ranging from boiler-making to inventory control.

Breiner initially enrolled in Shippensburg State

CONTINUES ON NEXT PAGE

College, but followed his wife-to-be, the former Julie Miller, to Bloomsburg, where they graduated together in 1977. Married for 32 years, they have three grown children, two sons and a daughter.

After graduation, Breiner joined Ingersoll Rand as an accountant in New Jersey before getting the opportunity that would change the direction of his life—an opening at the company's drill rig manufacturing plant in Garland, Texas. While there, he earned his MBA from the University of Dallas and became certified in production and inventory management. Just as significantly, he worked in various jobs, from managing inventory control to troubleshooting problems.

Accounting taught Breiner discipline and collaboration with employees at Ingersoll Rand and other companies nurtured his interest in working with people. He also learned about dealing with change as the company closed four manufacturing divisions elsewhere and brought the work to his plant. "I loved it: bringing order to chaos. We had fun, and we had people that worked well together," he says.

He also saw firsthand how technology was making manufacturing more efficient and reducing the number of workers needed. He returned to Pennsylvania as vice president and branch manager for equipment sales at Ingersoll Rand's offices in Lewisberry, but he could see that the company was continuing to make changes. Eventually, he notes, Ingersoll Rand sold every division he'd been involved with, including the drill division in Texas.

Joining Schramm Inc.

Then, in 2000, Richard Schramm approached Breiner about taking over the drill rig company his family founded in 1900. The fourth generation to run the company, Schramm was 65 years old, had no children and was looking for someone who could take the firm into the future.

Schramm says he met Breiner at Ingersoll Rand, talked with him at trade shows and industry committees and was struck by his natural leadership qualities and overall knowledge of the business.

"When he gets in a group of people who have a task to perform, he comes up with ideas and takes on responsibilities. He's just a clear leader," says Schramm, now the company's chairman and consultant on various projects.

For Breiner, it was the right opportunity at the right time.



PHOTO: LINC | OSF

"This was the industry I grew up in and knew best, and Schramm is a great business," he says. "Seventy percent of its revenue comes from overseas and you get to meet people from all over the globe. It was just good fortune that I had the opportunity to structure a leveraged buyout of a company and become an owner."

Breiner initially became vice president of marketing and, after demonstrating leadership to the satisfaction of Richard Schramm and the company's board of directors, was named chief operating officer a year after he joined the company.

The timing of the deal also was right. The commodities

"Take initiative and the world will follow."

—Ed Breiner '77

market was taking off, and money the company borrowed to buy Richard Schramm's majority stock position was paid off in 18 months. Bookings for new equipment were flowing in and the company, under Breiner's direction, started expanding into drilling rigs for energy exploration. That business, which includes rigs used for natural gas in Pennsylvania's Marcellus Shale and Canada's tar sands, accounts for about 40 percent of the company's revenue today.

When the Great Recession hit, Breiner's careful business planning pulled Schramm through. Realizing the drilling business is cyclical, he'd planned for a 30 percent slowdown. But this was different and required the quick action of initial layoffs and careful money management.

"We had no debt going into 2009 and we had no debt coming out of 2009, but we borrowed in between," he says, recalling a point when the company was burning through \$8 million a month with few orders coming in. The long lead time needed for constructing the huge drilling rigs means materials and parts are ordered months in advance. Work continues, even when cancellations come in. "We did make money in 2009," he says. "I was determined we could ... but we didn't make much."

Now commodities are on an upswing, and so is Schramm. Looking ahead, Breiner has been studying carbon sequestration, the process of placing the carbon given off as pollution into the ground. The firm is also beginning to build rigs for geothermal use, in which the

earth's own temperature is used for heating and cooling.

While he's built his career on taking the initiative, Breiner says he also believes in taking all sorts of jobs within a company to learn the ropes. "In the middle of my career, I spent a lot of time moving laterally in an organization. I took a lot of jobs that weren't promotions; they were side positions to learn something else," he says. "The end result was I became a generalist. I recommend anytime you have the opportunity to learn something new, to go someplace different, take it." •

Jack Sherzer is a professional writer and Pennsylvania native. He currently lives in Harrisburg.

The Chilean Mining Accident

When the walls of a mine in Copiapo, Chile, caved in on Aug. 5, 2010, Edward Breiner heard predictions that 33 trapped miners might not be freed until Christmas. Without being asked or asking, he directed his team at West Chester-based Schramm Inc. to look for ways to make the rescue happen sooner.

Schramm rigs can be found around the world. Although one wasn't being used at the cave-in's site, the crew from a nearby mining company brought in a Schramm rig to make the initial test drillings. Breiner says some Schramm rigs are especially good for the kinds of holes that were needed—the initial holes to find the miners and send water and nutrition to them and the later hole large enough for the thin rescue capsule sent down to bring the men back one-by-one. Schramm drilling rigs, already being used by other companies in Chile, were perfect.

The process, called "reverse circulation drilling," uses high-pressure air and a hollow stem drill bit, Breiner says. When used for mineral exploration, the bits of earth needed for sampling are sent up through the hollow stem so they can be bagged for later analysis by geologists. For a mine rescue, a drill bit that can carve out a hole is just what's needed.

As Breiner and his team looked at the options, then-Pennsylvania Gov. Edward Rendell contacted the Chilean government and offered assistance, including some ideas being discussed at Schramm. The Chilean government was interested, and a Schramm T130XD rig was brought to the site by Geotec Boyles

Brothers. The crew began drilling a rescue hole dubbed as "Plan B" while efforts using another drilling system were also in full swing. Even NASA was involved, designing the rescue capsule

that was lowered into the hole.

"There were things we needed to work out," Breiner says. "The 28-inch diameter rescue hole was larger than what the machine was designed for, so we had to get with the engineers to make sure it could handle it. Frankly, that's one of the reasons we sent a technician to Chile for six weeks. We had to adjust the machine so it could pull more weight."

Finally, after 33 days of drilling—one pass to make a hole a foot wide and the second to get it to the full 28 inches needed for the rescue capsule—the job was done. Four days later, all of the miners were rescued.

Breiner did not go to Chile. He knew he had good people there, he says, and didn't want to get in the way. To Francis P. McGuire, president and CEO of Major Drilling Group International, the Canadian company which, along with others, drilled to find the miners, it's an example of Breiner and Schramm's strengths.

"In cases like this, you always try to put in your most-seasoned people. The Chileans organized it very well, and the Schramm guys fit in very well as part of that team," McGuire says. "The good thing about Schramm and its people is



PHOTO: RICHARD SCHRAMM

that they said, 'You tell us what you want us to do, we're part of this team,' as opposed to taking it over."

McGuire says Breiner's expertise, attention to customer support and overall knowledge of the business are the reasons his company does business with Schramm and why Breiner serves on his company's board of directors. "Why we like Schramm is really service. When you're out in the middle of Africa, in the middle of a jungle, your machine is down and it's costing \$10,000 a day, it's important to get your part in 24 to 48 hours. Ed understands that totally. He understands this is a field that has a high service component."

In the wake of the Chilean rescue, Schramm has offered its expertise to train other companies about responding to mine rescues. Breiner says the Chinese, who have a history of coal mine accidents, have purchased Schramm rigs specifically for use in rescue operations.

"It wasn't a no-brainer, it was a tough drilling job," Breiner says of the Chilean rescue. "The interesting part was all the collaboration that took place."

For more on Schramm, see www.bloomu.edu/magazine.

MARKET SENSE

PHOTO: ERIC FOSTER



Victoria Geyfman, associate professor of finance, bridges theory, practice and research for business students.

THERE WAS A TIME when only those with the extreme personal wealth of the Vanderbilts or Rockefellers paid close attention to the world's financial markets. Today, it's a different story as economic trends influence each family's pocketbook and each business' ledger sheet. Sutliff Hall's new Financial Services Laboratory (FSL) will bridge theory, practice and research for students in BU's College of Business.

"In today's global competitive environment, business schools strive for a more comprehensive curriculum enriched by hands-on learning," says Victoria Geyfman,

associate professor of finance. "The lab will integrate business theory and practice by providing access to current global financial information and resources."

Slated to launch with the reopening of Sutliff Hall, the FSL will focus on business and financial topics, including investment strategies, portfolio management, financial markets and economic conditions and trends. Real-time tickers, digital signage, a trading wall with market information and stock quotes, and LCD TVs with access to financial news coverage will help students research and make decisions based on up-to-

the-minute information.

"Our students will have an opportunity to see how real markets work and how their business and investment decisions impact the performance of their funds and, ultimately, their organizations," Geyfman says. "These practical skills will enhance the global competitiveness of our students and our College."

In addition to serving as a hub for real-time financial and economic information, the FSL will help the College of Business move forward in two strategic areas: student professional development and community outreach, says Michael Tidwell, dean.

"The FSL will provide a learning environment where students can develop skills that will lead to successful careers," Tidwell says. "They will create projects to solve real-world problems and learn how to demonstrate the value and benefit they bring to potential employers."

The lab on the first floor of Sutliff Hall also will provide a designated space for learning and community service; the technology in the lab will give faculty the tools to help local business leaders develop their financial literacy while opening the door to student-oriented opportunities.

"We are accredited by the Association to Advance Collegiate Schools of Business," Tidwell says. "Any accredited College of Business must serve as a resource to the surrounding business community through consulting, service learning, and internship and job placement. FSL will help us do just that." •

By KEVIN GRAY

IT BEGINS WITH an assembly-line environment where the workers (aka college students) learn the ins and outs of a business process while putting together the hands, faces, casings and internal mechanisms of clocks. Seven hours later, they walk away with an understanding of a concept used by businesses around the world to improve various areas of their operations, Lean Manufacturing.

"Any business or supply chain does things in excess of absolute necessity," explains Christian Grandzol, associate professor of management. "This means a customer may pay more, wait longer or tolerate lower quality than necessary."

The "Lean" manufacturing theory, he says, focuses on continuous improvement, pursuit of perfection and elimination of waste. Grandzol believes knowledge of Lean methodology is valuable to college graduates entering manufacturing and other fields.

The clock-making exercise has been an experiential component of Bloomsburg University's curriculum since 2008 when Grandzol and fellow management professors Stephen Markell and Pamela Wynn traveled to Worcester Polytechnic Institute (WPI), where a faculty group received a National Science Foundation grant to improve collegiate Lean curricula. The WPI group was assessing schools for Time Wise Management Systems' Lean simulation program and members believed Bloomsburg was a good match.

In BU's simulation conducted outside of class once a semester, students—primarily from the management department's Supply Chain Operations course—assemble working clocks while implementing Lean throughout four assembly rounds.

Grandzol says the simulation is effective because of its experiential component—it allows students to participate in an actual Lean transformation. The students offer ideas for improvements, witness the effects of their decisions and work with their peers to improve the process.

Students are initially assigned various roles, such as clock hand assembler, material handler or inspector. "In ensuing rounds, the students can choose to reassign individuals to value-adding positions," Grandzol says. "Deciding how to deploy scarce and expensive resources, such as human resources, is a critical management skill."

LEAN on me

A methodology, known simply as "Lean," is helping BU students gain an understanding of concepts used by businesses around the world to improve their operations.



PHOTO: ERIC FOSTER

Business students make simple clocks to learn the theory of Lean Manufacturing under the direction of faculty members Stephen Markell, Christian Grandzol and Pamela Wynn, left to right.

Although, as Grandzol points out, most Bloomsburg graduates won't work for manufacturers and don't realize, at first, how a methodology with "manufacturing" in its name will apply to them, "by the end of the simulation, students recognize how Lean can be applied in service industries, accounting, information systems, product design, health care ... nearly any business." •

Kevin Gray is a freelance writer based in the Lehigh Valley.

FIRST & **GOAL**

A SCHOLARSHIP CAMPAIGN FOR BLOOMSBURG FOOTBALL

On the field, Bloomsburg's football program has never been better. We're on the cusp of national success at a level unprecedented in school history. And, just as important, this success has been achieved while staying true to our values off the field.

First and Goal: A Scholarship Campaign for Bloomsburg Football will improve on this winning formula by establishing a \$2 million endowed football scholarship.

We want to continue "doing it right" by preparing our players for new levels of success on the field, in their careers and in their lives as sons, husbands, fathers, volunteers and members of their communities.

We're more than halfway to our \$2 million goal. We need your help to make that final play.



www.bloomufdn.org/campaigns/firstandgoal

A Step | above

By HAILI SHETLER '11

In today's more competitive job market, college students should actively participate in campus organizations to enhance their professional qualifications and make contacts in their fields. This involvement was exactly what *Lee Herbert '11* and *Megan Miller '11* pursued and promoted at BU.

AS THE PRESIDENT of the Financial Management Association (FMA), Herbert led an organization dedicated to helping students decide if a career in finance sparked their interest. Throughout the academic year, speakers from financial sectors—like a presenter from Wells Fargo and a mutual fund manager from Vanguard—introduced students to their careers and companies.

BU's FMA is a "superior chapter," Herbert says, a designation held by only a few universities. "This status shows the level of commitment and fortitude our members display. It requires a specific number of speakers, financial institution tours and a selection of other tasks that best fits our organization."

Opportunities spawned by FMA include a recently established internship working with the Greater Susquehanna Keystone Innovation Zone. This program fosters local job growth by helping entrepreneurs, newly formed startup companies and mature companies identify and capitalize on new ideas and opportunities.

"A goal of FMA is to provide opportunities for students to further themselves. Any student motivated and willing to learn about the finance industry is supported," says Herbert.

Miller, president of the Student Association for Fraud Examination (SAFE) for 2010-2011 (see story on page 21), brought speakers to campus to share expertise, including FBI agents and professional law enforcement officers.

SAFE is not only a campus group, it is a student chapter of the Association of Certified Fraud Examiners (ACFE), according to Michael Shapeero, professor of accounting. In 2005, the ACFE announced a program to start student chapters and selected BU as one of two universities to pilot the program. The BU chapter, founded by Shapeero and Albert Fundaburk, assistant professor of business education and information and technology management, was the ACFE's first student chapter. It was recognized by the university in 2006.

Miller, who also served as president of the



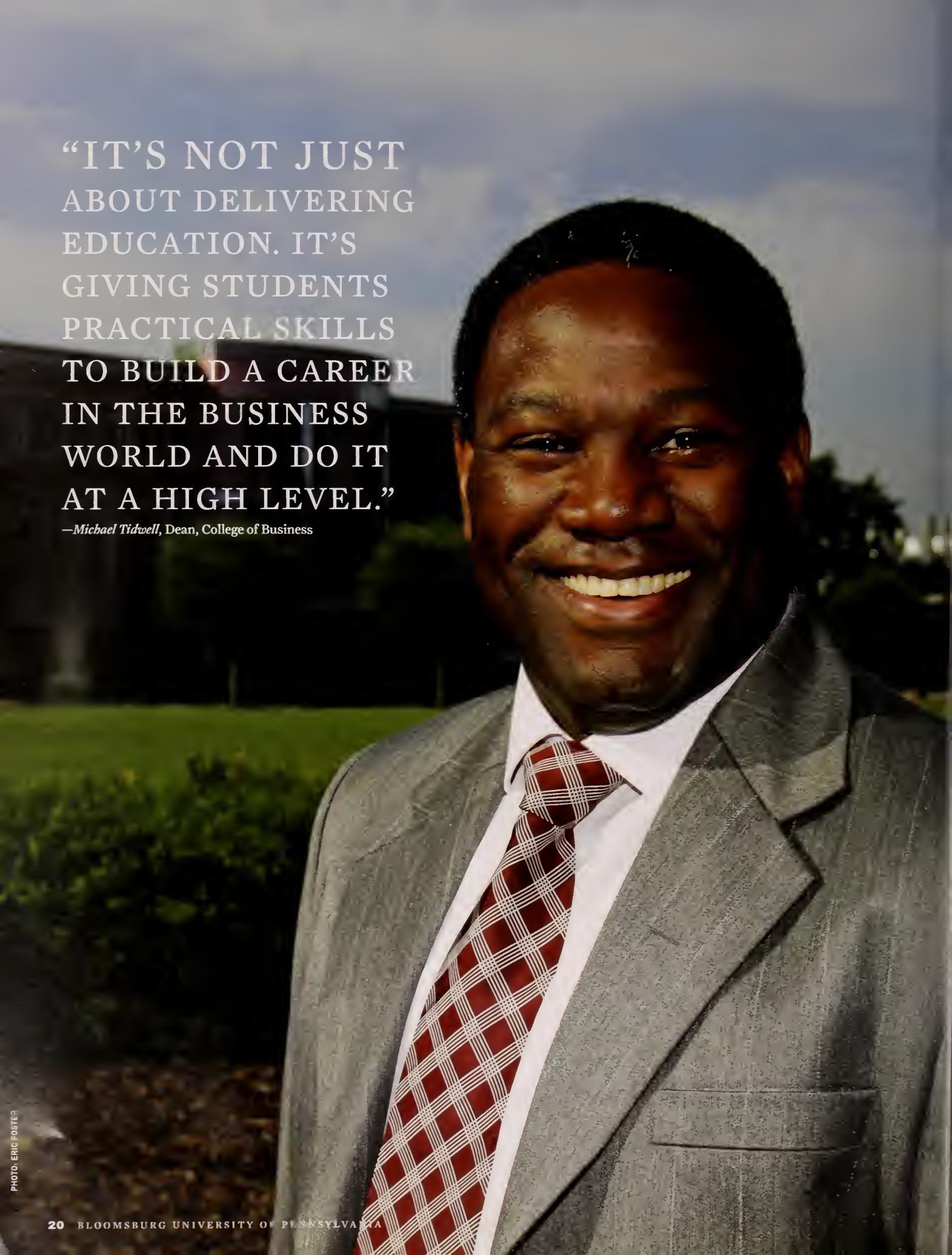
Megan Miller '11 believes her experience leading student groups gives her a distinct advantage.

PHOTO: ERIC FOSTER

Accounting Association, is proud of her initiative to encourage SAFE members to be more active. The gold and maroon membership policy awards points based on the number of meetings and activities a member attends. Gold member status on a resume shows job recruiters a student was involved and dedicated to the organization, she says.

While interviewing for positions last fall, Miller says she was consistently asked about three things: initiatives, internships and extracurricular activities. "There are so many accounting majors. It's competitive. If you are an active member of an organization or two, it gives you an edge." •

Haili Shetler '11, Bloomsburg, earned a bachelor's degree in mass communications/public relations.



“IT’S NOT JUST
ABOUT DELIVERING
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PRACTICAL SKILLS
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IN THE BUSINESS
WORLD AND DO IT
AT A HIGH LEVEL.”

—Michael Tidwell, Dean, College of Business

THERE'S A STACK of college magazines, brochures and pamphlets underneath Michael Tidwell's desk in his temporary office in the Waller Administration Building, each laying claim to being one of the top business schools in the country.

The organized clutter not only signifies the move he is preparing to make as he leads Bloomsburg University's College of Business into a newly renovated, modern education and research center, it's a daily reminder of where the young dean wants the college to be by 2015.

"We know we have a high-quality program, but we need to start letting everyone else know," says Tidwell, who became dean in July 2010 after serving as assistant dean of Clayton State University's School of Business. "Our education is as competitive, if not better, than that of some of the best known universities in the country. There is no reason why we should keep it a secret."

PAYING dividends

By JAIME NORTH

When *Michael Tidwell* arrived at BU a year ago, Sutliff Hall was undergoing a complete renovation. The structure, home of the College of Business, isn't the only thing that's been under construction.

Tidwell's vision is simple and straightforward, much like a succinct business plan. He says the time is right to create one of the foremost business education schools in the Northeast, a program that produces graduates with the knowledge, skills and ability to be highly successful in business. And it should be completed within five years, Tidwell says, citing the theory of his former dean.

Key to Tidwell's execution plan is the creation of four Centers of Excellence, each with specific initiatives to propel the College of Business to higher levels of performance. Actions include building an even stronger accounting program; enhancing the curriculum with professional development, specifically the Zeigler Institute for Professional Development (see story on page 20); extending the reach of the international education program; and continuing to develop advanced degree opportunities.

"We have alumni who are partners in some of the largest accounting firms in the world," Tidwell says. "We need to reconnect, so we can show our students and others that we have a top accounting program. Here is the proof."

Building on another initiative, the College of Business will launch its third graduate program this fall. The new master's degree program in accounting adds value to two Centers of Excellence, according to Tidwell.

"Graduate programs are very important, because it's becoming increasingly difficult to get ahead in this world with just a bachelor's degree," Tidwell says. "Students see this. It's not just about delivering education. It's giving the students practical skills to build a career in the business world and do it at a high level."

A top-notch business program that transforms the lives of its students goes beyond the classroom, he says. "It's the networks you have. At the Ivy League universities,

for example, you automatically know the professional network because you're sitting in class next to future presidents of companies, future executives of large firms and the sons and daughters of highly successful entrepreneurs."

These intuitive connections will be made at BU, too, Tidwell says. "We're going to do a better job connecting our alumni to our students. We have alumni who are executives of Fortune 500 companies, executives of banks listed on the New York Stock Exchange and executives in some of the largest accounting firms in the world."

Getting his vision in place may appear second nature to Tidwell because the Southern California native was groomed to be a business leader. Born into a family of entrepreneurs, Tidwell learned firsthand the traits of success from his father, who was a bank executive before opening two grocery stores.

"I easily developed an appreciation of business," Tidwell says. "I have an entrepreneurial spirit at heart, and I see the job of a dean as being an entrepreneur. It's not about pushing paperwork but pushing that vision forward, much like an entrepreneur would."

Every evening before Tidwell leaves Waller, he looks across the Academic Quad where the "new" Sutliff Hall is taking shape. It's as if his vision is coming more into focus each day.

"If you're going to one of the best in the Northeast, then you will be one of the best in the country," Tidwell says. "With the strong faculty we have here, we can certainly make that happen." •

Jaime North is Web writer and editor at Bloomsburg University.



Terry and JoAnn Zeigler, second and third from left, tour Sutliff Hall with Erik Evans, vice president for university advancement left, and Michael Tidwell, College of Business.

Professional Polish

Terry '76 and JoAnn Schultz Zeigler '77 believe a new approach to business education will better prepare students for careers they'll enjoy, equipped with the all-around skills employers seek. From their conviction grew the Zeigler Institute for Professional Development.

by BONNIE MARTIN

YOU SELECT YOUR MAJOR, earn at least 120 credits and walk across the stage to receive your diploma. With great confidence, you interview and obtain that first professional position, settle in to a company and realize, before you receive your first paycheck, that this career you worked so hard to achieve is something you just don't ... *like*.

Bloomsburg University's Zeigler Institute for Professional Development (ZIPD) is being established this fall to make sure this doesn't happen for the 300 to 400 students who earn a degree from the College of Business each year.

Terry '76, president and CEO of Datacap Systems Inc., Chalfont, and his wife JoAnn Schultz Zeigler '77 have long believed college students should receive more guidance to make sure they pursue a career that's a good fit. Students need to learn about careers early on, they say, to see where their true interests lie and how areas from marketing to management, accounting to finance, work together. That's the idea behind ZIPD.

The Zeiglers believe so strongly in the concept they recently made the largest philanthropic gift in the history of the Bloomsburg University Foundation — \$1.67 million—to finance the Zeigler Institute for Professional Development within BU's College of Business.

"When graduates look for a job, they should find something they really like to do," Terry Zeigler says, based on his experiences during 28 years as a business owner. "If they do it well, the money will follow."

"(We need to) give students an idea about opportunities and expectations so they can choose an education and career path suitable to their skills and interests. The primary objective of the institute is to present students with a broad view of job opportunities in various business disciplines, educate them for real-world career applications and teach them how to look for jobs that fulfill their individual requirements."

ZIPD

The institute is a "systematic approach to prepare students, across all four years, for success in the business world," says Joan Benek-Rivera, chair of BU's management department and a member of the ZIPD task force. "It will start this fall with the freshman Introduction to Business, where students will learn about the primary areas in business: marketing, finance, accounting and management."

ZIPD will build the personal and professional qualities students need to succeed and help them understand the interconnectedness of the major elements of the business enterprise, adds Michael Tidwell, dean of BU's College of Business. The curriculum will include an executive speaker series, resume and interviewing seminars,



Benek-Rivera

networking opportunities with alumni and executives, and portfolio development. The end result will be graduates who are well prepared to enter a business career.

"When graduates look for a job, they should find something they really like to do. If they do it well, the money will follow."

— Terry Zeigler '76

Benek-Rivera is most excited about another component: etiquette training. Students will learn, for example, the difference between "business professional" and "business casual" attire and how to conduct themselves in employment interviews, networking events, business luncheons and other professional situations.

"They will learn 'business casual' means a shirt with a collar and, for an interview, it is always better to wear a suit," she says. "Everyone needs to make a good first impression."



O'Connor

ZIPD will mean changes to another course, Business Communications and Report Writing, says Maggie O'Connor, associate professor of business education and information and technology management. The class, open to students who have earned at least 50 credits, is a business major's only required research class.

Starting this fall, the research will be more tightly focused on a trend or issue related to the student's major. The benefit? Students will not only enhance their "soft" research and writing skills, they also will have an area of expertise to discuss while networking or interviewing for an internship or employment.

O'Connor believes the elements of ZIPD will help students connect faster with a major. "They will be

CONTINUES ON NEXT PAGE

LEADERSHIP OPPORTUNITIES

Institute for Professional Development (ZIPD) throughout her four years at BU—although it didn't yet exist. President of the Accounting Association and the Student Association for Fraud Examination, Miller pursued leadership opportunities on her own. That's one of the reasons accounting professor Mike Shapeero recommended her as the undergraduate member of the College of Business Strategic Planning Committee for 2010-2011.

The goal of the strategic planning committee, Miller says, is to make sure students get the best education possible, including the professional polish that makes recruiters take notice. She believes ZIPD will provide important benefits for students, especially in the areas of business etiquette, professional attire, interviewing and resume writing.

"It was a great experience, hearing what goes on behind the scenes and the College of Business' plans for the next five to 10 years," she says of serving on the strategic planning committee. "I added it to my resume as another leadership opportunity, because every company has a strategic plan."

Based on her job search last fall, Miller says leadership is one of the traits recruiters are seeking, along with internship experience and extracurricular involvement. Hired in mid-November 2010, she will begin her accounting career with ParenteBeard's Wilkes-Barre office this month after studying for the CPA exam during the summer.

Editor's note: Learn more about Megan Miller on page 17.



groomed very early on to grow in maturity. They will quickly get on board with their major," she says. "(ZIPD) is a structured process to build a competitive advantage so they are prepared for a career.

"We knew we needed something like this and had started to incorporate it into the curriculum," O'Connor says. "The Zeiglers had the vision and the passion to make a difference."



BU President David Soltz, left, meets with Terry Zeigler '76, center, and JoAnn Schultz Zeigler '77.

In addition to the professional development program, a two-room conference suite in the newly renovated Sutliff Hall has been named for the Zeiglers. "But the space is ancillary," Tidwell says. "The institute is about the program. The space reminds students what ZIPD means."

The Zeiglers

Terry Zeigler, a native of Pottstown, remembers entering college with no idea of what career opportunities were available within a general business setting. During summers, he worked on a construction crew building houses and operated machinery at a die-casting plant.

"In those task-oriented jobs, you knew exactly what's expected and the specific pay rate for what you produce," he says. "But, what does a career look like within the other business segments that develop, administrate, market and support that actual process of building houses or molding parts? What are those supporting jobs, what do you actually do each day and what is the earning potential? It can be hard to grasp. With a shift from a production economy to an intellectual asset economy, creating that visibility will be critical to a student's future success."

Zeigler, recently named to the BU Foundation Board of Directors, was in his 20s when he and two partners started Datacap Systems. Blending individual expertise in operations, business and engineering, the firm has

become the leading supplier in its market niche, enjoying 28 years of continued growth and financial success. Datacap Systems develops and markets electronic payment interfaces that enable cash register and business system providers to add electronic payments to their systems. JoAnn Zeigler and the couple's sons, Justin '06 and Jared, a graduate of Lebanon Valley College, work for Datacap Systems. Daughter Jenelle Zeigler Ross, also a Lebanon Valley graduate, is a biologist with Merck and Co. working on drug safety protocol.

Zeigler says leading a small company provides a different perspective from big business. "In my world, people have to be able to execute a wide variety of tasks and be willing to work across department lines. Students with a good, well-rounded understanding of how business units interact dramatically increase their value to a company like Datacap. Increasing students' personal value to a future employer must be the university's primary goal."

BU President David Soltz is grateful for the Zeiglers' dedication to educating tomorrow's business leaders. "The Zeigler Institute for Professional Development will give our students a distinct advantage," Soltz says. "They will not only pursue careers that are a good fit for them personally, but they will acquire the well-rounded perspective necessary to become valued employees and successful business owners."

Terry and JoAnn Zeigler's investment in ZIPD is a "natural sequence" to their endowed scholarship awarded annually to talented business students with financial need.

"The Zeiglers had the vision and the passion to make a difference."

— Maggie O'Connor, associate professor of business education and information and technology management

"This is all about improving the educational process," Zeigler says of ZIPD. "JoAnn and I don't see our involvement as merely a donation, but as an investment in helping students to prepare for life in an intellectual asset economy. We want to be able to look back in the coming years and see that the program has merit and justifies the investment." •

Editor's note: Learn more about the Zeiglers and the Zeigler Institute for Professional Development in the Bloomsburg University Foundation's 2010-2011 annual report.

Bonnie Martin is editor of *Bloomsburg: The University Magazine*.



BUILDING FOR BUSINESS

SUTLIFF HALL, home of the College of Business, is reopening after more than a year of renovations. After adding a third floor and an impressive façade, the \$9.5 million project doubles the size of the original building for a completed total of 52,000 square feet.

By HAILI SHETLER '11

"The current program needs for the College of Business, as well as the aged condition and worn-out systems within the building, drove the renovation and expansion project," says Colin Reitmeyer, assistant director of facilities.

The newly renovated Sutliff Hall will accommodate classrooms, laboratories and offices for the College of Business, the instructional technology department, previously in McCormick Center, and the economics department, previously in Bakeless Center. The two-story lobby will feature an open staircase and a Wall of Fame to honor successful alumni.

Adjacent to the lobby, the Financial Services Laboratory is a Wall Street-inspired learning space equipped with the latest financial software, real-time tickers, digital signage, a trading wall with market information and stock quotes and LCD TVs with access to financial news. The renovation creates a facility that meets the needs of today's students, including technologically advanced classrooms, and new mechanical and electrical systems.

"Classroom buildings typically have a lifecycle of 30 to 35 years

before major renovations or replacements are needed," Reitmeyer explains. "However, the needs of academic programs and infrastructure can make buildings become obsolete in much shorter periods of time. Sutliff Hall was overdue for major changes."

Built in the late 1950s, Sutliff Hall is named for William Sutliff, who was born in Stillwater in 1867. While teaching in Luzerne County, he enrolled at Bloomsburg State Normal School and, after graduation,

began employment as an assistant to teach arithmetic. Later, Sutliff received bachelor's and master's degrees from Lafayette College. In 1921, he was appointed to a newly created position at Bloomsburg, dean of instruction, today known as the provost.

Sutliff was the 92-year-old guest of honor at the dedication of the original building's cornerstone in 1959. Dedication of the new Sutliff Hall is planned for spring. •

A YEAR LATER

Eighty-nine percent of the 345 students who graduated from BU's College of Business in 2010 were employed or attending graduate school a year after receiving their diplomas. The majors offered in 2009-2010, the number of graduates per major and the percentage of graduates at work or continuing their education are:

Major	# of Graduates	% Working/Furthering Education
Accounting	65	91.1
Business Education	12	83.3
Business Info Systems	3	66.7
Computer Info Systems	8	100
Finance	38	83.9
Info/Technology Management	2	100
Management	119	84
Management Info Systems	1	100
Marketing	97	96.6

A total of 87.9 percent of last year's 1,508 graduates from all four colleges were permanently employed, teaching or continuing their education a year after graduation. In addition to the College of Business' 89.2 percent, the placement rates were College of Education, 311 graduates, 79.3 percent; Liberal Arts, 497 graduates, 86.1 percent; and Science and Technology, 355 graduates, 96.2 percent.

-Source: BU Career Development Center's *Post-Graduation Activities Report*

See each step of Sutliff Hall's renovation at www.bloomu.edu/magazine.

Bloomsburg University of Pennsylvania

husky notes

Edited For Success

"THE ONLY TIME I've been really star struck is when I met Paula Deen," Rich Uliasz '97 says of the Food Network star. "I was speechless. All I could do was just shake her hand."

This says a lot for the seasoned CNBC business news video editor who has worked with celebrities including TV reporter Geraldo Rivera, media personality and businesswoman Martha Stewart and former tennis great and talk show host John McEnroe.

After choosing BU because of its size and location, Uliasz gravitated towards mass communications, specifically video production. When it was time to choose an internship, his adviser presented two options: Uliasz could accept an opportunity with CNBC or with the newly created Food Network. The self-proclaimed "news junkie" chose CNBC, a decision that led to full-time employment beginning a month before graduation.

In addition to working with celebrities, Uliasz has edited major interviews with Tim Geithner, U.S. Secretary of the Treasury, and Ben Bernanke, chairman of the Federal Reserve. "I am proud of these interviews because millions of people pay attention, and I know they passed through my hands," he says.

Uliasz, who also was an editor for curling events during the 2006 Winter Olympic Games, currently works on *Fast Money* and *Mad Money with Jim Cramer*.

"I never guessed in a thousand years I'd have the opportunity to do what I've done. You go down a path you think is best and hope it works out. I'm lucky it's going extremely well," says Uliasz.

Editor's note: To learn more about Rich Uliasz, see www.bloomu.edu/magazine.



MAD
MONEY

1961

William Stevenson, a tax accountant, penned a children's book, *Ricky's Dream Trip through the Solar System*, about a boy who tours the solar system on a rocket ship with his grandfather.

1965

Rocco "Rocky" Forte was inducted posthumously into the Hillsborough High School Athletic Hall of Fame in recognition of his contribution as a wrestling coach and athletic director. He was captain of the 1965 Husky wrestling team that won the National Association of Intercollegiate Athletics (NAIA) national championship.

1968

Mark Goldman, Baltimore, is a senior human resource director specialist at NASA Goddard Space Flight Center.



Anthony Waskie, a Temple University professor and president of the General Meade Society of Philadelphia, is the author of a book, *Philadelphia and the Civil War: Arsenal of the Union*.

1971

Gayle Thorpe Baar was awarded a grant from the Carrollton Farmers Branch Education Foundation to fund Color Nooks and electronic books for the La Villita Elementary School Library, Irving, Texas.

1972

Nancy Fruehan Bohr and Gail Stank Kolenda, both Class of 1972, were reunited after nearly 39 years while Bohr and her husband, Dennis Bohr '70, were vacationing in Arizona.

1973

Dan Brunish and the sandwich shop he owns in Pottstown were featured in a *Philadelphia Inquirer* story. Brunish's grandfather established the shop during the Great Depression.

1975

Lynne Mikylychak Beiter and husband, Dan Beiter '74, are proud grandparents of Alexa Susanne Beiter, born on March 28, 2010.

Paul Richards Jr., men's swimming coach at Dickinson College since 1994, was named the 2011 Centennial Conference Men's Swimming Coach of the Year. During his career, he's also received seven Capital Athletic Conference awards and one Atlantic States Swim Conference award.

Thomas Sweitzer, owner of the Central Penn Tennis Service, was inducted into the Lancaster County Tennis Hall of Fame. At BU, he won the 1974 Eastern Collegiate singles championship and the 1975 Pennsylvania State Athletic Conference (PSAC) doubles title.

1976

Ralph P. Ferrie is superintendent of Sewanhaka Central High School District, Floral Park, N.Y.

1977

Kathy Geiger Billger, Boyertown, retired after 34 years in education. She taught in the Boyertown Area and Red Lion Area school districts and spent 22 years as an elementary principal and teacher in the Owen J. Roberts School District, Pottstown.



Maria Herrity Flannery is executive director of operations for the St. Joseph Medical Group, Towson, Md.

Susan Ursprung, Lancaster, is superintendent of Donegal School District. A former teacher and assistant administrator, she won the WITF/WGAL Great Teachers Make a Difference Award in 1999.

Stephen T. Young, Lewisburg, is vice president, branch and retail lending administration manager with West Milton State Bank.

1978



Beth Bachman Berret, associate professor of business at Alvernia University, is co-author of the book, *Planning in Reverse: A Viable Approach to Organizational Leadership*.

1979

Anne Shaloka Wilson is superintendent of Sudbury Public Schools in Massachusetts.

1980

Cheryl Newton Potteiger is superintendent of Bellefonte Area School District.



Michelle Yocom Walker is the 2011 Outstanding Professional Educator for the Williamsport Area School District.

Lt. Col. Walter T. Zabicki, U.S. Marine Corps (retired), is a detention officer with the Omslow County Sheriff's Office, Jacksonville, N.C.

1981

Frank Berleth is director of education at McCann School of Business and Technology's Hazleton Campus. A licensed nursing home administrator, he has been an adjunct instructor since 2006.

1982

Richard A. DiLiberto Jr., Newark, Del., received the 2010 H. James Conaway Jr. Award for exemplary pro bono service to the community and the Delaware Bar Association. He donated the \$1,000 award to his

high school alma mater, MMI Preparatory School.

Susan Huhn Light is director of quality management and regulatory compliance at Lock Haven Hospital.

Donna Stefanowicz Yanuzzi, Pittston, is senior vice president, sales and marketing manager for FNB Commercial Leasing, an affiliate of First National Bank of Pennsylvania.

1983

Lisa Marie Dellinger Smithgall, Tennessee, vice president for

Women's and Children's Services for Mountain States Health Alliance, earned a doctorate in nursing science from East Tennessee State University. Her dissertation was titled *Perceptions of maternal stress and neonatal patient outcomes in a single private room versus open room neonatal intensive care unit environment*.



Kathy McDonald Sokoloski, left, and Peg Flynn Hayward '84, right, former resident assistants in Columbia Hall, reunited over dinner in Paris. Sokoloski and her husband, Leo, were visiting their son, Christopher, center, a junior math major who studied in Europe this spring.

1984

Mark Eyer, Boiling Springs, is vice president of operations at Daily Express Trucking Inc., Carlisle.

Cameron Smith is a research administrator for Thomas Jefferson University, Philadelphia.

husky notes

Alumnus named a CFO of Year

MICHAEL R. GILLESPIE '95, chief accounting officer for Hersha Hospitality Trust of Harrisburg, was recently honored as a Central Pennsylvania CFO of the Year. The Central Penn Business Journal award program, given for the first time this year, honors financial executives who contribute to the success of the region's economic growth and stability.



Gillespie was selected for the Growth Specialist Award based on his career achievements, the impact of his contributions to his company and leadership in other areas. When Gillespie began with Hersha six years ago, the company had 27 hotels, total assets of \$256 million and a market capitalization of roughly \$100 million. Today, the company boasts 77 hotels, total assets of \$1.5 billion and a market capitalization in excess of \$1 billion.

Top executives from Adams, Cumberland, Dauphin, Lancaster, Lebanon, Perry and York counties are eligible for the CFO of the Year Award.

1985

Michael Boguski is chief executive officer and president of Eastern Insurance Holdings Inc., Lancaster.

Dan Fickes and his company, Ocean One Productions, won an Emmy from the National Academy of Television Arts and Sciences/New England in the category of interview discussion program. The winning production is *The New Look of Classical Music*, created with the Boston Symphony Orchestra.

1987

Sondra Wozniak Turnbach '87M is a financial consultant with First Columbia Financial Services, a division of First Columbia Bank and Trust Co., Bloomsburg.

1988

William J. Kuzo was elected to the board of directors of UNB Corp. and its wholly owned subsidiary, The Union National Bank of Mount Carmel. He was also named chief executive officer.



1992

Jennifer Dammer Bates '92/'99M, Central Columbia High School librarian, is a director of the Pennsylvania School Librarians Association for 2011-12. She also serves as a director on the Bloomsburg Public Library Board.

Mary Martino Petrecca, formerly of Jim Thorpe, is the owner of myhometownpa.com, a Christian-based Internet marketing company based in Lancaster County.

1993

Scott Beamer is chief financial officer and director/finance for PPG Industries Inc., Europe, Middle East and Africa. He lives in Geneva,

Switzerland, with his wife, Tracy, and their three children.

Kathryn L. Kelchner, Seaside Park, N.J., was selected as a New Jersey 2011 Five Star Real Estate Agent, Birchler Realtors.

Michael Stepa, Lumberton, N.J., is vice president of Medical Equipment Finance, Conestoga Equipment Finance Corp.



1994

Christopher T. Billet, Tampa, Fla., owns Hot Pepper Dudes, a hot sauce company which earned *Chile Pepper Magazine's* Golden Chile Award for sauces.

1995

Elbern "Ed" Alkire Jr. '95H, a retired management consultant and former Bloomsburg University

Trustee, was honored by his alma mater, Lafayette College, for distinguished service, receiving the college's premier award for volunteers. He has served on BU's College of Business Advisory Board and the BU Foundation Board.



Scott Homa, Exton, is an enterprise analyst with electronic retailer QVC Inc.

Todd M. Sailer is a partner in the law firm of Begley Carlin and Mandio,

Bucks County. He received his law degree from Temple University School of Law in 2000 and joined the firm as an associate in 2001. He is a member of the Pennsylvania and Bucks County bar associations.



1996

Shannon Stauffer Mann, a history teacher at J.E.B. Stuart Middle School, Jacksonville, Fla., participated in the Florida Supreme Court Justice Teaching Institute.

J. Todd Troxell '96M is senior vice president, lending and loan administration, for the Northumberland National Bank.

1997

Michael J. Day is head basketball coach at Coughlin High School in the Wilkes-Barre Area School District.

1998

Lynn M. Benfante is a sales executive for Vanguard in Malvern.

Scott Blacker is director of development for the Council for Relationships, Philadelphia. He is also principal in the Web design firm, Blacker Communications.

1999

Dr. Matthew Corso, optometrist and co-owner of Comprehensive Eye Associates, Dingmans Ferry, was named a fellow of the American Academy of Optometry. He also is a captain in the U.S. Air Force, serving as chief of optometry services for the 103rd Medical Group, 105th Air Wing, New York National Guard.

Sugra-Buterbaugh promoted at WPMT



SUSAN SUGRA-BUTERBAUGH '89 was promoted to general sales manager at WPMT FOX43 in York, where she leads a 10-member advertising sales team. She joined FOX 43's staff as an account executive in 2003 and moved to local sales manager in 2008. Sugra-Buterbaugh began her career at Lancaster Newspapers in 1989 and worked for Comcast and WGAL-TV before joining FOX 43.

Matthew W. Krapf received the Lawrence Tyson Memorial Scholarship and is continuing graduate studies in geo-environmental studies at Mount St. Mary's College.

2000

Derek T. Melleby wrote the book, *Make College Count*. He is the director of the College Transition Initiative, a ministry of the Center for Parent/Youth Understanding and the Coalition for Christian Outreach.

2001

Laura Shultz is a school psychologist at Colonial Intermediate Unit in Easton.

2002

John Amoriello '02/'03M, Virginia, is a sales support executive for Hewlett-Packard's Enterprise Service Business Unit.

Ryan Quinn '02/'03M is an officer in the Pennsylvania Army National Guard at Fort Indiantown Gap, Annville.

2003

Erica Zions is a mental health therapist at Children's Service Center of Wilkes-Barre. She is also a dance instructor at Fabrege Follies Dance and Tumble.

2004

Carole Derricott '04H is South Whitehall Township's new recreation director, filling the position of her late husband, **Bill Derricott** '66, a former BU Alumni Association board director.

Steven Heintzelman is manager in the audit practice of ParenteBeard's Lancaster office.

2005

Jacob "Jake" Miller traveled through Turkey as part of an internship program this summer.

Jill Parisi is a fourth-grade teacher at Abington Avenue School, Newark, N.J.

2006

Rudy Inaba is a nutrition and exercise counselor for Age Management Medicine Group, Las Vegas.

Donald F. Shipe, a physical therapist with Lycoming Physical Therapy, Montoursville, presented at the national Combines Section Meeting of the American Physical Therapy Association in New Orleans. He spoke on *Computerized Dynamic Posturography System to Improve Balance in an Adult with Multisensory Dysequilibrium and a History of Recurrent Near Falls*.

Jennifer Shymansky is part of the corporate and visual communications team for the Southern Nevada Water Authority/Las Vegas Valley Water District.

2007

Beth K. Alleman, York, is a social worker and program instructor at the Penn-Mar Human Services, Shrewsbury.

Danielle Lynch received a second-place award from the Pennsylvania Press Club for the series, *Live from Boot Camp*, which she wrote as a reporter for the *Daily Local News*, West Chester. She is now a political reporter at the *Delaware County Times*.

Jessica Lambert Pennella '07M teaches in the East Lycoming School District, Hughesville. She recently received national board certification as an early childhood generalist.

Jamie Willour earned a master's degree from Lock Haven University and is a physician assistant at Geisinger Medical Center, Danville.

2008

Patrick S. Brennan '08/'09M, Shamokin, is teaching secondary social studies in the Ibn Khuldoon National School, Bahrain, during 2011-12.

Laura Laboskie is a registered nurse at Geisinger Medical Center, Danville.

Patricia Machuzick is a speech-language pathologist with Spruce Manor Nursing and Rehabilitation, Wyomissing.

Michael L. McHenry is a customer operations manager for Giant Foods, Dickson City.



MARATHON MEN: Jake Stamey, left, and Jimmy Stockley, both 2008 graduates, ran in the Pittsburgh Marathon. Stamey finished in the top 2 percent and Stockley in the top 3 percent.

Jenna Partner '08/'10M is a speech therapist at Buffalo Valley Lutheran Village, Lewisburg.

New members join Alumni Board

Four alumni began terms on the BU Alumni Association Board of Directors in July. They are:

- **JENNIFER R. ADAMS** '98, Hubbardsville, N.Y., assistant dean of students at Colgate University
- **CARRIE DUNN** '95, Jefferson, program developer with the Drug Information Association in Philadelphia
- **ERNEST JACKSON** '81, Chester, N.Y., principal of Chester Academy
- **DONATO NIEMAN** '74, Kendall Park, N.J., Montgomery Township administrator

Alumni serving on the executive board for 2011-12 are Greg Bowden '01, Schwenksville, president; Kerri Donald Sears '92, Washington, D.C., vice president; Ted Hodges '89, Schwenksville, treasurer; Rich Uliasz '97, secretary; Lynne Rishel Homiak '83, member at large; and Amy Chronister Scott '05, Camp Hill, also member at large.

Completing terms on the board in June were Christopher Beadling '94, Doylestown, past board president; Richard Lloyd '62, Somerset, N.J.; and Joanne Dubbs Pileski '64, Bloomsburg. The BU Alumni Association has 24 members. Each member may serve up to three two-year terms.



husky notes

2009

Kayla Henry is a registered nurse at Lancaster General Hospital.

Brian R. Pitcavage is a staff accountant at Comcast Cable, Oaks.

Jennifer M. Walton is a middle school teacher at Salome (Ariz.) Middle School, where she also coaches basketball and softball.

2010

Derek Fritz graduated from basic combat training at Fort Jackson, Columbia, S.C.

Scott Heilman, former co-captain of BU's rugby club, volunteered with a rugby club from Nashville, Tenn., to build houses for Habitat for Humanity.

Matthew Perry is a therapeutic staff support worker with NHS Human Services, State College, and a graduate student in forensic psychology at Argosy University.

Lianna Personeus was named Outstanding Educator by the Council for Exceptional Children, Osceola, Fla., Chapter 1161. She teaches at Saint Cloud Middle School.

Amanda Scheno, '10 Au.D., is an audiologist for HearUSA in the Scranton area.

Andrew Sibley is a research chemist with Keystone Industries, Cherry Hill, N.J.

FIND MORE

HUSKY NOTES online at
www.bloomualumni.com

Send information to: alum@bloomu.edu or Alumni Affairs
Fenstemaker Alumni House
Bloomsburg University of Pennsylvania
400 E. Second Street, Bloomsburg, Pennsylvania 17815

2011



Samantha Bussanich was accepted into the North American Language and Culture Assistants program by Spain's Ministry of Education. As an auxiliar de conversación (conversation assistant), she is sharing her knowledge of English and North American culture with students in kindergarten through 12th grade during 2011-12.



Haili Shetler is associate development officer with the Bloomsburg University Foundation.

Correction

Rebecca Koppenhaver Kline '80, a Line Mountain School District educator, was misidentified in the Husky Notes section of *Bloomsburg: The University Magazine*'s spring issue. She did not participate in the Pottsville Winter Carnival pageant.

Follow-up visit

Alumni who work in the health care field returned to campus to take part in a panel discussion during the 2011 Health Sciences Symposium.

Panelists were: Dr. Kathy Baylor '83, physician, Bloomsburg Family Care Associates; Kathleen Riley '81, audiologist, Delaware School for the Deaf; Joseph Agostinelli '04, wellness and exercise technician, Pro Rehabilitation Services; Dr. Douglas Thran '77, orthodontist; Dr. Matthew Thran '84, anesthesiologist, Rhode Island Hospital; Peggy Snyder '84, speech pathologist, BU's audiology and speech pathology department; Annette Shalongo '83, infusion nurse case manager, Vitaline Infusion Pharmacy Services; and Dr. Frederick Maue '76, psychiatrist.

New to the Foundation

Three alumni recently joined the Bloomsburg University Foundation Board of Directors. The new members are Terry Zeigler '76, president and CEO of Datacap Systems Inc.; Noble "Bud" Quandel '69, president and CEO of Quandel Enterprises; and Michael Gillespie '95, chief accounting officer of Hersha Hospitality Trust. Board members are responsible for assuring the BU Foundation is effective and financially sound and ensuring donor funds are received and distributed in an appropriate manner.

Learn more in the Bloomsburg University Foundation's 2010-2011 annual report

Watson named finance veep

JAMES H. WATSON '89 was promoted to vice president of finance for TMG Health, overseeing finance, accounting and external reporting, as well as the company's facilities and asset management functions.

Watson has more than 20 years experience in the health care industry. He previously was chief financial officer and chief operating officer for a health care and housing organization. During 10 years with Independence Blue Cross in Philadelphia, he was involved with developing multiple risk sharing programs and responsible for financial and compliance reporting. Earlier in his career, he worked as an auditor and consultant with KPMG.

A licensed CPA, Watson earned an MBA in finance from Saint Joseph's University, Philadelphia. He is member of the Pennsylvania Institute of CPAs.

TMG Health is a national provider of strategic business process outsourcing solutions to the government-sponsored health care market.

Minishak promoted at About Group

FRANK MINISHAK '84 was appointed vice president of national sales for the About Group, managing the firm's national advertising sales team. He was vice president of advertising sales for the eastern region since 2008.

Previously, Minishak was vice president of digital sales at Madison Square Garden and regional sales director for AOL. He also served in advertising sales roles at Juno Online Services, Rodale Press and Press Enterprise.

The About Group, part of the New York Times Co., is made up of the websites About.com, ConsumerSearch.com and CalorieCount.com.



VITAL STATISTICS

Marriages

Tracy Cavanaugh '95 and Michael Downey
Holly Aton '97 and Craig McIntyre, Oct. 9, 2010
Trevor Woodward '97 and Brandi Boruta, Aug. 21, 2010
Jamie Beitz '99 and Dan Allbeck, March 19, 2011
Jennifer Seely '99 and Jason Beery, March 13, 2011
Ellen Ann Nickerson '01 and Michael Cramer, Sept. 12, 2010
Nicholas J. Seier '01 and Krystel R. Hubble, Oct. 10, 2010
Maura Dunleavy '02 and Spencer Raynor-Smith, Oct. 9, 2010
Maureen Gilroy '04 and Ronald Mills, Oct. 23, 2010
Michelle O'Donnell '04 and Nate Seymour, Nov. 6, 2010
Anne Sabatelle '04M and Patrick Conflitte, June 19, 2010
Tiffany Bender '05 and Howard Williard III, Sept. 25, 2010
Amber Snyder '05 and Jeffrey Fine, Jan. 22, 2011
Heather Bowman '06 and Jesse Goshert, June 11, 2011
Ashley Kreischer '06 and Jeffrey Border '03/'07M, June 3, 2011
Kristy Kropa '07 and James Buchman
Megan Mitchell '08 and Andre Wagner, May 2, 2010
Sheila Martin '09 and David Ergott '09, July 24, 2010

Births

Rosemary Roos-Whitney '91 and husband, Adam, a daughter, Laura-Rae, Oct. 2, 2009
Stephanie Jepko Menapace '94 and husband, Aaron Menapace '88, a son, Noah Patrick, Aug. 13, 2010
Scott Bird '96 and wife, Sara, a son, Garrett Patrick, April 26, 2011
Christopher Knarr '96 and wife, Tia, a son, Garrity Elijah, April 24, 2011
Marlena Zappile Thomas '97 and husband, Kirk Thomas '98, a daughter, Kara Helena
Dawn Giles Vinton '98 and husband, Edward, a daughter, Avery, May 2011
Justin C. Wagner '98 and wife, Jennifer, a daughter, Devon Victoria, Nov. 3, 2010
Pamela DiGiacomo Eisenhart '02 and husband, Ryan, a daughter, Carly Joyce, March 24, 2011
Angela Snook-Pearly '02 and husband, Robert, a son, Aiden Michael, Feb. 13, 2011
Lisa Hunsinger Millard '03 and husband, Lee Millard '02, a daughter, Xira Loren, May 13, 2011
Maura Luciano Irving '04 and husband, Patrick, a daughter, Maggie Catherine, April 19, 2011
Valerie Drake Baltzley '05 and husband, Chris, a son, Gage Ronald, Jan. 5, 2011
Travis Karabin Boyer '05 and Stephanie Symons, a daughter, Emerson Slick, April 10, 2010
Erin Dumin-Brosious '05 and husband, Jeremy, a daughter, Courtney Olivia, Dec. 10, 2010
Jessica Lambert Pennella '07M and husband, Jeff, a daughter, Quinn Florence, Jan. 7, 2011
Melinda Fitzgerald Sweigart '08 and husband, Richard Sweigart '07, a son, Calen Richard, April 22, 2011

Obituaries

Audrey Moore Cohen '29
M. Elizabeth Van Buskirk Booth '31
Frank J. Golder '31
Gertrude Harris Walters '34
Edith E. Bartha '42
Barbara Straub Hartman '42
Frank J. McAloose '42
Florence Miskiewicz Rzemien '44
E. Marjorie Stover Murray '46
Donald H. King '50
Michael P. Evans '51
Patricia Kringe Kotzer '51
George E. Williams '52
Alton S. Zerby '53
John D. Angus '55
Walter Stanek '55
Jacqueline Desmond Epler '56
Walter A. Prokopchak '57
Thomas J. Fleck '59
Patricia Pollock Krum '59
Willard D. Ziegler Jr. '59
William E. Algatt '60
Mahlon Fritz Sr. '61
Mary "Libby" Harner Markle '62
Joseph A. Petrilla '62
Gerald E. Malinowski '63
George T. Barthalmus '65
Paul M. Krukas '65
Donald "Duggie" Dugan '66/'80M
Joanne Polega O'Connor '68
Stephen F. Foltz '69
Alice Galbreath Roach '69
Russell Anstead Jr. '70
Karen Waschak Arndt '70
Denise Marcinkevich Ellis '70
Jean Cleaver Stank '70
Louise M. Nicholson '71
Joseph Schultz Jr. '71
F. Louise Ranck Stroup '72
Lawrence R. Sipe '74
Lynne Bauman Greenly '75
Maryann Bailey Conley '79
Kathleen Traynor Stover '84
Susan Motyka Haddick '86
Bonnie G. Tyrrell '86
Michelle Yannes '88
Michele Tatum Farmer '92
Bryan J. Mellinger '92
Michael E. Miller '94
Lucille Mull Snyder '94
Gayle Fogelsonger Clark '95M

Students climb the Bakeless Center's spiral staircase on their way to class.

PHOTO: GORDON WENZEL/IMPRESSIONS

the LINEUP

REUNIONS, NETWORKING, AND SPECIAL EVENTS



WRESTLERS REUNITE: Shown at a recent wrestling reunion are, left to right, front row: retired coach Roger Sanders, Todd Cummings '83, Phil Conner '85 and John Gibas '87; second row: Gibbes Johnson '82, Andrew Cappelli '80, Mike Hamer '85, Ed Fiorvanti '82 and Randy Watts '75; and back rows, combined: BU assistant coach Scott Owen, Lon Edmonds '74, Frank Barrie '98, Bob Asby '59, Woody Fry '83; Don Poust '63, Ernie Jackson '81, Dan Burkholder '75, Dave McCollum '77, current wrestler Frank Hickman, BU wrestling coach John Stutzman, Kevin O'Melia '97 and Don Reese



VALUE OF NETWORKING: Former Pennsylvania Gov. Mark Schweiker '75, fourth from left, spoke on the value of 'The Husky Network' at an event organized by the BU Alumni Association's Lehigh Valley Network. Shown, left to right, are: Michael Keller '08, Diane Prywara Tracey '08, Joe Hilgar '75, Schweiker, Sharon Young Hilgar '75 and Ray Smith '72.



CAPITAL AREA RECEPTION: Denise Haluska Aylward '95, Jason Kirsh '96 and Brian Mullen '99, left to right, were among more than 100 attendees at a reception for Harrisburg area alumni hosted by the BU Alumni Association's Capital Area Network.



PICNICKING: Jesse and Stephanie Bombay Teitelbaum, both Class of 1997, enjoyed a Harrisburg area alumni picnic. Summer events for BU graduates included trips to the Philadelphia Phillies and other baseball games, Bloom@theBeach in Ocean City, Md., and regional picnics.



ALPHA SIGMA ALPHA: Cheering on the Lehigh Valley Iron Pigs during Alumni Day were Alpha Sigma Alpha sisters, left to right, Ann Bilheimer Case '83, Lynn Bilheimer Purvis '85, Connie Franks '85, Carol Sargent Facchiano '86 and Marianne Nastasiak Heslin '88. Joining them was future Husky Chelsea Franks.



REMEMBER WHEN: Russ Nickerson, Harold Velie and Tom Kilroy, who received officer training under the Navy V-12 program at Bloomsburg, back row, left to right, were joined at their annual reunion by local student Dean Laubaugh, who was interested in meeting the World War II veterans and hearing about their experiences.

CALENDAR

Activities and Events

Academic Calendar

FALL 2011

Reading Day

Friday, Oct. 14

Thanksgiving Recess Begins

Tuesday, Nov. 22, 10 p.m.

Classes Resume

Monday, Nov. 28, 8 a.m.

Classes End

Saturday, Dec. 10

Finals Begin

Monday, Dec. 12

Finals End

Friday, Dec. 16

Graduate Commencement

Friday, Dec. 16

Undergraduate Commencement

Saturday, Dec. 17

SPRING 2012

Classes Begin

Monday, Jan. 23

Spring Break Begins

Monday, March 12,

Classes Resume

Saturday, March 17, 8 a.m.

Classes End

Friday, May 4

Finals Begin

Monday, May 7

Finals End

Friday, May 11

Graduate Commencement

Friday, May 11

Undergraduate Commencement

Saturday, May 12

Celebrity Artist Series

Celebrity Artist Series events are presented in the Haas Center for the Arts, Mitrani Hall, and Carver Hall, Kenneth S. Gross Auditorium. Call the box office at (570) 389-4409 or visit www.bloomu.edu/cas. Programs and dates are subject to change.

Comedian, Josh Blue

Winner of Season 4,
Last Comic Standing
Saturday, Oct. 29
Mitrani Hall

COACH

Story of Marquette basketball coach Al McGuire starring Cotter Smith
Friday, Nov. 4, 7:30 p.m.
K.S. Gross Auditorium

It's All Done With Mirrors

One-man show featuring Emmy winner Anthony Zerbe
Saturday, Nov. 12, 8 p.m.
K. S. Gross Auditorium

Nutcracker

Tchaikovsky Russian Ballet Theatre
Friday, Dec. 2, 7:30 p.m.
Mitrani Hall

The Philadelphia Virtuosi Chamber Orchestra

Leading players from the Philadelphia Symphony Orchestra
Friday, Feb. 10, 2012, 7:30 p.m.
Mitrani Hall

The Color Purple

National Broadway Tour celebrating Black History and Women's History months
Thursday, Feb. 18, 2012, 8 p.m.
Mitrani Hall

Complexions Ballet

Featuring Desmond Richardson, seen on *So You Think You Can Dance*
Saturday, March 31, 2012, 8 p.m.
Mitrani Hall

Grace Kelly with Phil Woods

Jazz saxophone phenom appears with jazz legend
Friday, April 13, 2012, 7:30 p.m.

Concerts

Listed events are open to the public free of charge. Campus venues are Haas Center for the Arts, Mitrani Hall, and Carver Hall, Kenneth S. Gross Auditorium.

Fall Choral Festival

Sunday, Oct. 16, 2:30 pm.
K.S. Gross Auditorium

Chamber Orchestra

Sunday, Oct. 30, 2:30 p.m.
St. Matthew Lutheran Church,
123 N. Market St., Bloomsburg

Percussion Ensemble

Tuesday, Nov. 8, 7:30 p.m.
Mitrani Hall

University-Community Orchestra

Sunday, Nov. 13, 2:30 p.m.
Mitrani Hall

Wind Ensemble

Wednesday, Nov. 16, 7 p.m.
Mitrani Hall

Jazz Ensemble

Tuesday, Nov. 29, 7 p.m.
K.S. Gross Auditorium

Carols by Candlelight

Friday and Saturday,
Dec. 2 and 3, 7:30 p.m.
First Presbyterian Church,
345 Market St., Bloomsburg
Free tickets required; available
at the Mitrani box office,
(570) 389-4409

Guitar Ensemble

Monday, Dec. 5, 7 p.m.
K.S. Gross Auditorium

Art Exhibits

Exhibitions in the Haas Gallery of Art are open to the public free of charge. For details, visit departments.bloomu.edu/art/baas.html.

Wendy Kawabata, sculpture

Sept. 19 to Oct. 14

Eunkang Koh, drawings

Oct. 28 to Nov. 30

Senior Exit Show

Dec. 6 to 17

Alumni Events

Visit www.bloomualumni.com for details or to register. Contact Alumni Affairs at (570) 389-4058 or (800) 526-0254, or alum@bloomu.edu.

Alumni Association

Board Meetings

Saturday, Sept. 17, 8 a.m. to 3 p.m.
Saturday, Nov. 12, 8 a.m. to 3 p.m.
Fenstemaker Alumni House

The 5th Quarter

Post-football game parties
after all home football games
Fenstemaker Alumni House

Class of 1956 55-Year Reunion

Saturday, Oct. 1
Fenstemaker Alumni House

Class of 1961 50-Year Reunion

Friday and Saturday, Oct. 7 and 8
See back cover or call 800-526-0254

Homecoming Alumni Events

Friday and Saturday, Oct. 7 and 8
*See back cover or
www.bloomualumni.com*

Capital Network Football Tailgate

Saturday, Oct. 15
Fenstemaker Alumni House

Tailgate Party

Precedes Huskies vs. West Chester (2 p.m. kickoff)
Saturday, Oct. 22
at West Chester

Special Events

Homecoming Weekend

Friday and Saturday, Oct. 7 and 8
Football, Huskies vs. Cheyney Wolves, Saturday, Oct. 8, 3:30 p.m.,
Redman Stadium. Tickets are \$10 for adults and \$5 for students and senior citizens. BU students with a valid ID are admitted free.

Athletic Hall of Fame Induction

Friday, Oct. 21
Kehr Union Ballroom

Call BU's Sports Information Office, (570) 389-4413, for ticket information.

Parents and Family Weekend

Friday to Sunday, Oct. 28 to 30

Senior Grad Finale

Tuesday, Nov. 15
Kehr Union Ballroom

Husky Leadership Summit

Saturday, March 3, 2012
Monty's, Upper Campus

For the latest information on upcoming events, check the university website, www.bloomu.edu.

over the shoulder

Strike Up the Band

by ROBERT DUNKELBERGER, UNIVERSITY ARCHIVIST



Music has long been a part of the history of Bloomsburg University, beginning with orchestra concerts and student recitals in the 1800s and outdoor performances to accompany May Day dances in 1910. A marching band first appeared on the scene Jan. 8, 1931, when its 30 members performed two marches at the Rotary-Kiwanis College Night. Faculty member Howard Fenstemaker served as the band's director.

During spring 1931, the band energized the atmosphere at basketball games with upbeat music and dapper uniforms of white duck trousers and dark maroon sweaters. That fall, they continued practicing under Russell

Llewellyn, music director of the Berwick School District, and provided accompaniment for college songs at an assembly on Oct. 23.

The next day, the 35-member band went to the College Field, located at the site of today's Navy and Columbia halls, for a home football game with the California State Teachers College. The all-male band played during lulls in the action and serenaded the crowd at halftime. The game ended in a 0-0 tie, but newspaper accounts praised the band saying it "furnished some real entertainment," "made a fine showing" and was a "very worthwhile addition to college life."

The band continued to grow and develop with the introduction

of official uniforms and a drum major in 1932, female members in 1937, majorettes in 1939, a flag squad in 1946 and a formal half-time show at football games in 1948. In addition to playing for sporting events, the band has performed concerts and marched in local parades under nine directors: Fenstemaker, Llewellyn, Charles Henrie, Nelson Miller, Stephen Wallace, Valerie Rheude, Terry Oxley, Stephen Clickard and current director Gifford Howarth.

This fall, the Maroon and Gold Band's instrumentalists, silk flags and twirlers once again take to the field at Redman Stadium during halftime to entertain fans with their repertoire of contemporary, popular and march favorites. •



THE UNIVERSITY STORE

PICTURE YOURSELF IN Redman Stadium on Game Day:

- The smell of hotdogs and french fries from the concession stand.
- The sound of the Maroon and Gold Band warming up.
- The cheers of the crowd as the Huskies take the field.
- And the convenience of the University Store tent, where you shop for Huskies apparel and giftware as you make your way to the stands for kickoff.

You'll find staff from the University Store under the tent at each home football game this fall with a variety of apparel and giftware. You'll find an even greater selection of merchandise at the University Store on campus, open seven days a week, or online at bloomustore.com. Choose from caps, T-shirts and sweatshirts, glassware, pennants, stuffed animals and more. Gift cards are available, too.

The University Store: where you'll find everything for Huskies fans during football season, the holiday season and year-round!

Semester Hours

Monday through Thursday:
7:45 a.m. to 8 p.m.
Friday: 7:45 a.m. to 4:30 p.m.
Saturday: 10 a.m. to 5 p.m.
Sunday: Noon to 4:30 p.m.



THE UNIVERSITY STORE

400 East Second Street
Bloomsburg, PA 17815
General Information:
(570) 389-4175
Customer Service:
(570) 389-4180

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HOMECOMING 2011

Friday and Saturday, Oct. 7 and 8

MORE INFORMATION AT
WWW.BLOOMUALUMNI.COM



Class of 1961 50-Year Reunion

Reception

Friday, 7 to 9 p.m.

Fenstemaker Alumni House

Reunion

Saturday, cocktails and beverages, 6:30 p.m.;

Dinner, 7 p.m.

Monty's, Upper Campus

\$35 per person includes appetizers,

adult beverages and dinner

For details, call 800-526-0254

Alumni Coffee House

Saturday, 9:30 to 11 a.m.

Fenstemaker Alumni House

Homecoming Parade

Saturday, 11 a.m.

Downtown Bloomsburg

ROONGO'S ROCK 'N' ROLL TENT PARTY

With thanks to presenting sponsor, Liberty Mutual

Saturday, noon to 2:30 p.m.

Fenstemaker Alumni House

- Refreshments, including traditional "brew"
- *Guitar Hero* competition with great prizes
- Culinary delights at minimal cost
- Featured reunions at designated areas:
Classes of 1961, 1971, 1981, 1991 and 2001
Greek Alumni

Find details and RSVP at www.bloomualumni.com.

Alumni registering online by Oct. 2 will be entered to win a Wii with *Guitar Hero*; alumni who sign up for the *Guitar Hero* competition by Oct. 2 will be entered twice. Questions? Call 800-526-0254.

Field Hockey

Huskies vs. West Chester Golden Rams

Saturday, noon

Sports Stadium

Football

Huskies vs. Cheyney Wolves

Saturday, 3:30 p.m.

Redman Stadium

Multicultural Alumni Networking Reception

Saturday, 6 p.m.

Fenstemaker Alumni House

Complimentary appetizers, RSVP by Oct. 2